43rd ANNIVERSARY NUMBER

# ARIETY

Published Weekly at 154 West 46th Street, New York 19, N. Y., by Variety, Inc. Annual subscription, \$10. Single copies, 25 cents. Entered as second-class matter December 22, 1905, at the Post Office at New York, N. Y., under the act of March 3, 1879. COPYRIGHT, 1908, BY VARIETY, INC. ALL RIGHTS RESERVED.

VOL. 173, NO. 4

NEW YORK, WEDNESDAY, JANUARY 5, 1949

PRICE 25 CENTS

Atoast to Hollywood!

from the

with thanks for 5 years

of magnificent co-operation

Now in its L5th season on the qir, the Lux Radio Theatre is winning more enthusiastic response from its audience and praise from the critics than ever before. In large measure we owe this outstanding success to the extraordinary artistry, craftsmanship and splendid co-operation of the Hollywood movie industry. And so we extend to each and every one of you in Hollywood our sincere thanks and best wishes.

The superb talents of your STARS, STUDIOS,

DIRECTORS, PRODUCERS, MAGAZINES,

NEWSPAPERS, TRADE PAPERS,

TECHNICIANS continue

to make the Lux Radio Theatre
"areatest dramatic program on the air"

Lux Radio Theatre

WILLIAM KEIGHLEY, Producer LOUIS SILVERS, Musical Director

HOLLYWOOD, CALIFORNIA

MONDAYS, 9 P. M., NEW YORK TIME . WCBS AND COAST-TO-COAST COLUMBIA NETWORK

THE
AGENCY
OF
THE
SHOW
WORLD

WILLIAM MORRIS AGENCY, INC.

NEW YORK . BEVERLY HILLS . CHICAGO . LONDON

VOL. 173 No. 4

NEW YORK, WEDNESDAY, JANUARY 5,

276 PAGES

### Flop of Pix With High-Voltage Names Makes Rating of Top Stars Dubious

Analysis of the year's top-gross-ing films—and what made 'em that — spoulints more factories are substituted in the special properties of the special properties of the special properties of the special properties are special properties. The star may prove a subordinate factor in creating an audience. The star may prove a subordinate factor in creating an audience. The star may prove a water for the special properties are special properties. The special properties are special properties and the special properties are special properties. The special properties are special properties are special properties. The special properties are special properties are special properties. The special properties are special properties are special properties. The special properties are special properties are special properties. The special properties are special properties are special properties. The special properties are special properties are special properties. The special properties are special properties are special properties. The special properties are special properties are special properties. The special properties are special properties are special properties. The special properties are special properties are special properties. The special properties are special properties are special properties. The special properties are special properties are special properties are special properties. The special properties are special properties are special properties. The special properties are special properties are special properties are special properties. The special properties are special properties. The special properties are special prope

handful that'll pull 'em in on name value alone.
That's plenty clear in even the most casual gander at VAURITY's annual summary appearing on the past year. From that list is usually made up a companion tabulation of the top money players during the 12-month period. That's soon as you get past Bing Crosby. Carol. Lane Turner. Clark Carol. Lane Turner. Clark companion tabulation of the companion tabulation of the companion tabulation of the Lane Turner. Clark Carol. Lane Turner. Clark companion of the companion o

spurious.

Too many factors contribute to the success of a film to credit it to a player. Star names help, of course, but only if they are plenty backed up by a good story, competent direction theoretical property values—some of them highly intangible—that go to make up a good picture.

tangible—that go to make up a good picture.
Impossibility of the popularity listings is perhaps best evidenced by a national mag's announcement last week that a poll of its readers showed Ingrid Bergman their fave player. But where were all the pa-(Continued on page 47)

### B'way Assn. Expects Action This Year On Facelifting Times Sq.

Facelifting Times Sq.

Negotiations between the Broadway Assn. and the City Planning Commission aloned at wiping out Times Square area have progressed to the point where concrete action seems likely in 1949, according to Robert K. Christenberry, Broadware Charles of the Association's zoning revision committee with members of the Hanning Commission, headed by Robert F, Wagner, Jr., will be held Principal tragets of the facelitting drive are shooting galleries, Principal and bagatelle game establishments and open-front stores. Description of the second principal commission to dept its recommendations to include the area with the second principal commission to adopt its recommendations to include the area with the second principal and seaking the Planning Commission to adopt its recommendations to include the area with the production of the control of the second principal commission to adopt its recommendations to include the area with the production of the second principal commission to adopt its recommendations to include the area with the principal commission to adopt its recommendations to include the area with the principal commission to adopt its recommendations to include the area with the principal commission to adopt its recommendations to include the area with the principal commission to adopt its recommendations to include the area with the principal commission to adopt its recommendations to the principal commission to adopt the princi

### ISRAELCAP A LA ASCAP

ASUAP
Albany,
Israelcap, Inc., has been chartered here to represent Israeli composers, authors and publishers a la ASCAP.
Organization will maintain an office in New York.

### Buchanan's Pavoff

DICIAINA S rayoff
In a bid to hold onto its personnel, Buchanan & Co., ad agenof other film accounts, is picking
of other film accounts, is picking
higher-paid employees. Company
has notified its personnel that anynee who has been with the outlift for five years or over will be enton in 1949 or 750.

Vacation applies to all employees caming \$3.250 or over.
Travel expenses will be footed by
the company on beads calculated to
\$1.000 towards the junkets.

### Cap Gains Nipped **By CBS-Benny Nix**

Washington. The capital gains maneuverent working top radio maneuver thrown into scrambling confusion last week with the revelation that the Internal Revenue Bureau has nixed the Jack Benny deal.

Lyna the Jack

\$1.356,000.

Had the tax bite gone through under the capital gains sctup, consequently, Benny would have paid only \$339,000 to the Government (Continued on page 247)

### LENA HORNE SCENES OUT OF 'WORDS' IN MEMPHIS

Ur WUNDJ IN MEMIT III.

Lloyd Binford's censor board wrapped up Memphis' topsy-turvy 1946 pic season by deleting all seems in Metro's "Words and Missense in Metro's "Batter in Metro's State theatre last Wednesday (29—but without giving Memphis patrons the chance When's and "The Lady is A Tramp."

Daily running ads by theatre and other promotion have also killed Miss Horne's splensent on the reasons with Metro's withheld comment on the reasons with Metro's "Till the Clouds Roll By" and 20th. Hero's "Stormy Weather" were also tabooed here by Binford several years ago. [

### 7 IN 1948 HIT OVER \$4,000,000

By HERB GOLDEN

\$4,00,000 or more in domestic grosses.

It's a story that can be told at glance. Only seven pix Joined at glance. Only seven pix Joined at glance. Only seven pix Joined at glance on the glance on the glance on the glance of th

ount two, and such.
Taking a larger aspect—all the (Continued on page 46)

### Legit Must Drop Its 4-City Routine, Take to Sticks for Big B.O., Sez Agt.

### Legit Manager Knighted

Junes Broum Albery, prominest theatre manager by King George VI in His Majesty's annual New Year's ecremony. He was prez of the Society of West End Theatre Manager 1941-1948. Each of the Old Vie and Sadders Welts of the Old Vie and Sadders Welts and is scheduled to become a member of the executive arts council drama panel in January. Regal distribution of honors also saw named Companion of the British Empire.

### Seidelman Sees No Foreign Drop

Scanning the '49 horizon over-seas, Joseph H. Seidelman, Uni-versal's foreign dept, head, sees a further tapering of the American that the '500,000' of the '500,000' of the Land the '500,000' of the '500,000'

As for Hollywood moving into foreign climes en masse to thaw out frozen film coin through the (Continued on page 247)

### By WILLIAM RODDY (Veteran Advance Agent)

By WILLIAM RODDY
(Veteran Advance Agent)
The first step the League of New
York Theatres should take in soliling the theatre to the prominence
is one held throughout our country, can be solved easily enough;
to nee held throughout our country, can be solved easily enough;
that is a business mistake to produce
with the narrow viewpoint that
New York, Philadelphia, Boston
What the State of the State of the State
New York, Philadelphia, Boston
Old-time, The State of the State
Valle theatred cities. There, are
100 others.
Old-time, Dirich the Schware,
Wagenhals & Kemper, Brady, Comstock & Guest and others knew the
hinterland was more profitable for
their attractions than a quartet of
many companies of a current hig,
on a carefully booked and comprehenatwe "road tour—and made
The Shuberts had, at one time.

The Shuberts had, at one time.

hensive "road tour—and made money.
The Shuberts had, at one time, inter companies of "Blossom Time" ones. There was an equal numer of "Within the Law," "The Lion and the Mouse," and Wagen hals & Kemper sent out 12 companies of "The Bat." Oliver Morosco had out eight "Peg O' My Heart" companies for three consecutive (Continued on page 63).

### **Exhib Pans Confreres** For Prods. - Distribs Attacks as 'Evewash'

### AMERICAN HEADS ITI

AMERICAN HEADS ITI
Dr. Maurice Kurtz, an American,
took office on Jan. 1 as the first
secretary-general of the newlyestablished International Theatre
institute, quartered temporarily in
UNESCO House, Paris.
The ITI is clearing-house for
The ITI is clearing-house for
the properties of the properties of the properties.

### Politics and the Artist

By CHARLES O'BRIEN KENNEDY

By CHARLES O'BRIEN KENNEDY

With the emphass born of ignorance, Mr. Babbitt declares that the artist in search of the ideal.

The Greek theatre produces
prefers government by the ties. He
prefers government by
lawyer seeking additional income,
or the rugged individual who "rise choices." His piety and civic-mindconce there lived a harpits including the
and author of pasims, including the
government by
and author of pasims, including the
colonial cover his family. The Pasims
are his rich legacy, even to those
who prefer the tune to the test
and a mighty ruler over Israel if
and over his family. The Pasims
are his rich legacy, even to those
who prefer the tune to the test
of the world's greatest love some
sare his rich legacy, even to
those
the time of the time of the time
sare his rich legacy, even to
those
the time of the time of the time
sare his rich legacy, even to
those
the time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time of the time of the
time

### Early Deadline

This edition of Variety went to press ahead of the normal Tuesday deadline.

Auestusy deadline.

Production detail, binding, etc., and the size of this 43d Anniversary Number make it necessary to omit certain standard departments for this one issue alone.

Disraell wrote novels: "Vivian Disraell wrote novels: "Vivian Gray." "Coningsby." "Lothnir," "Sybli," also essays on government. This adversary of the great Gladstone (an artist himself), who translated Horace superbly, became Prime Minister with a genius for canals. Dazzled by his wit and awed by his Intellect, Victoria made him Earl of Beaconsfield, al-

(Continued on page 62)

Anniversary

### Forty-third VARIETY

### RIGHT IN YOUR OWN HOME'

By EDDIE DAVIS

In 1948 they began the gloomy predictions, and the handwriting was on the wall. Experts from every field of entertainment came to their agreements after much solemn nodding of heads, and much wise stroking of beards, grown especially for the purpose of wise stroking.

Television was the medium, and no other.

activising was the measure, and no outer. It wash because television produced greater enfertainment; it ident. It wash because television introduced new faces; it didn't. Nor was the because television was relaxing, with those nervous screens, it was the law to be the control of the control

living room.

And sure enough, the experts were right, and it came to past, one by one, the oppositions to televist codes.

And sure enough, the experts were right, and it came to past, one by one, the oppositions to televist codes.

The new toy, television, fascinated the people. Single and in pairs. The new toy, television, fascinated the people. Single and in pairs. The new toy, television, fascinated the people. Single and in pairs to the popular to the people single and interest. The people on with the pulling power of sensationalism, but they could not compete for long to a single power of sensationalism, but they could not compete for long to a superior sensitional to the people of the people single power of sensationalism, but they could have a position drop.

The theatre was not far behind. The death knell was sounded when the Theatre Guild went in for television, and Rodgers & Hammerstein wrote tab shows for Millon Berle's program.

The theatre was not far behind. The death knell was sounded when the theatre could went in for television, and Rodgers & Hammerstein wrote tab shows for Millon Berle's program.

The theatre was not far behind. The death knell was sounded when the Theatre Cuild went in for television, and Rodgers & Hammerstein wrote tab shows for Millon Berle's program.

The theatre was not far behind. The death knell was sounded when the top to the television and the program of the televis

And it was all over. All other forms of entertainment were gene. There remained only television—the medium brought right into your on home of the property of

NCCJ HONOR DEPINET.

DUNNE, RODGERS & H.

Ned E. Depinet, prez of RKO; film actress Irene Dunne, and com-posers Richard Rodgers and Oscar Hammerstein II, will be guest-kudoed at the annual luncheon of the National Conference of Chris-

(Continued on page 46)



343d Week! 3,509 Performances All-time long run record in the ritimate theatre.

KEN MURRAY'S "BLACKOUTS OF 1949". El Capitan Theatre, Hollywood, Cal. And now in world-wide re
"BILL AND COO"

Ken Murray's
Academy Award Film

### **Tax Figures Show** OK '48 Pix B.O.

Despite the wailing of industry-ites, an analysis of the picture business for 1948 based upon the Government's 20% amusement tax shows that the boxoffice was al-most as good last year as it was in profitable 1947. Assuming that 80% of all amusement revenue comes from motion pictures, the

### A HAPPIER NEW YEAR

Television . . . capital gains . . peak costs and diminishing profits . . . these have been the 1948 show business highlights. They bid fair to dominate 1949.

A show business year that premiered with much promise and A show pusiness year that premiered with much promise and finaled in uncertainty, 1948 siw the entire amusement industry digesting many things it didn't anticipate in the bright new promise of another annum. For '48 saw curtailed foreign mar-kets', inroads of television and dwindling domestic boxoffices, against a still-high cost base. All these, presented a succession of crises.

of crises.

Peak investments had to be digested in lean income years,
Adjustments had to become drastic and far-flung. Show businesses on varying fronts reappraised themselves in a determined
effort to set their houses in order.

Wall Street is seemingly guessing, but on the downbeat side, while show business seems more optimistic. For the picture industry the inevitability of divorcement is a matter of continuing uncertainty.

tinuting uncertainty. In fact, has stumped certain industry leaders, heretofore never lax to express their views on the state of the business and its near future. Several, frankly, don't know, or prefer a watchful-waiting policy. But those whose views and inscribed in printer's int for all to see—unning the gamut of the entire contents of this, Vanurr's 45d Antarysary Number exemingly have a comment of the state of th better shows.

better shows. The master purveyors of mass entertainment haven't suddenly lost their touch, observes one showman. Films find radio
are still mass entertainments, vastly patronized, observes
another. It isn't as if all boxonices suddenly got 'Measies'
warning signs, and people stay d away in fear: it's thiefly a
matter of getting more people back in the habit, and at it a
matter of getting more people back in the habit, and at it a
matter of getting more people back in the habit, and at it of
the same time getting the same time getting the same time getting
the same time great in the same time great in the same time great in 48. and while we hope ever-

Things have not been great in '48, and while we hope every-thing's going to be fine in '49, one sure way to further it is to cut the pattern to fit the purse. The costly digestive period of '48 should be capitalized with the dawn of another year. Happier New Year!

### C. P. Skouras Agrees

comes from motion pictures, the industry grossed \$1,546,000.000. C. P. Skouras Agrees in the continental U. S. during 1947, based upon tax receipts of the provided of the pro Collections will be theatres, Jan. 24-31, for exhibs.

### ACTORS GUILD TO HIKE DUES FOR LINING UP TV

Hollywood. Screen Actors Guild board meet-

ing Jan. 10 will be asked to con-sider steps to offset "large expenditures required to organize television," as well as increased oper-ating expenses. It's believed the actors will be asked, for the first

ating expenses. It's believed to a corrow will be asked, for the first time in SAG history, to increase Sils-8:100.

Guild's problem was revealed in year-end report mailed to members, which also disclosed that believes. Which also disclosed that clients to the Motion Picture. Relief Fund carried overwhelmingly. An increase from 12% to 13% will amore as the contributed yearly, it's believed. It understood that the 1948 contribution was about \$300,000.

SAG financial report the year to the problem of the problem

### Loew-RKO Pool Delay

Low's and RKO have won a three-month extension of the Dec. all deadline on all pools in reference to the Orpheum theatre, Denever. House, which is jointly owned by the two companies, will remain under their supervision until March 31 at which time the partnership must be dissolved.

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

Paulette Goddard Mr. & Mrs. Abel Green Mr. & Mrs. Bob Hope Mr. & Mrs. Bob I Lena Horne Alan Jay Lerner Jules Levey Lauritz Melchior Burgess Meredith R. M. Savini Paul White L. A. to N. Y.

L. A. to N. Y.
Anna Roosevelt Boctifg.r
Gene Fowler
Ava Gardner
Nat. Holt
William Katsell
William Katsell
Peter Lorre
John Lund
William Prince
Virgil Reed
Rudy Vallee
Rudy Vallee
Hagar Willide
Jane Wyatt

### (Continued on page 46) The By-Liners In This Issue

(Regular Staffers and Correspondents Omitted)

film actress Irene Dunne, and com-		
posers Richard Rodgers and Oscar		
Hammerstein II, will be guest-	Julian T. Abeles 21	Leonard H. Goldenson 7
	John Abbott 206	Samuel Goldwyn 58
kudoed at the annual luncheon of	Joey Adams 231	Ezra Goodman 24
the National Conference of Chris-	Larry Adler 24	Mark Goodson 101
tians and Jews, amusement divi-	Charles Alldredge 5	Lester Gottlieb 94
slon, Feb. 4. Affair will be chair-	Fred Allen 12	Mitchell Grayson 97
manned by J. Robert Rubin, v.p.	Gracie Allen 56	Charlotte Greenwood 248
and general counsel for Metro, and	Theron Bamberger 250	Nate Gross 29
it will be held at the Waldorf-	Andre Baruch 173	Arnold Hartley 96
Astoria, N. Y.	Jack Benny 8	Peter Lind Hayes 230
Guests will be honored for their	Maurice A. Bergman 13	Art Henley 99
contributions to show biz and	Sidney L. Bernstein 11	Robert P. Heller 95
brotherhood. Last similarly hon-	Claude Binyon 50	Arthur Hopkins 251
ored were Spyros Skouras, 20th-	Norman Blackburn 105	Dunant Harden
Fox president; playwright Robert	Hal Block 54	Rupert Hughes 15
E. Sherwood; and songwriter Irving.	N. J. Blumberg 7	Alan Hynd 35
Berlin, two years ago,	Irving Brecher 39	R m of 16
bernii, two years ago.	Joe E. Brown 29	Alan Jackson 50
	Joe Browning 232	George Jessel 8
H H		Edward Johnson 257
	Eugene Burr 249	Eric Johnston 5
ARIETY	Ernest Byfield 230	Al Jolson 10
UZIRINIY	Kay Campbell 14	Ray Josephs 101
- ZAIGILI I	Eddie Cantor 31	Milt Josefsberg 24
Trade Mark Registered	Etaine Carrington 100	Emmerich Kaiman 253
PUBLISHED BY SIME SILVERMAN Published Weekly by VARIETY, Inc.	Carroll Carroll 93	Hal Kanter 98
Sid Silvertion President	Bennett Cert 22	
Sid Silverman, President 154 West 46th St., New York 19, N F	Samuel Chotzinoff 170	Charles O'Brien Kennedy. 3
Hollywood 28	Olin H. Clark 6	Ralph T. Kettering 253
Washington 4	Sir Charles B. Cochran 249	John Kieran 95
Washington 4 1292 National Press Building	Reg Connelly 173	Arthur Knorr 104
Chicago 1	Bob Considine 43	Edgar Kobak 100
260 No Mirulgan Ave. Limiton WC2	Norman Corwin 97	Arthur Kober
8 St. Martin's Pl., Trafalgar Sq.	A'fred Cohn 23	Les Kramer 244
The second of th	Wayne Coy 98	Arthur Krim 6
SURSCRIPTION	Walter J. Damm 104	Iry Kupcinet 34
Single Copies	Palita Davis	Lawrence Langner 2.1
manufacture or extend process and manufacture in the second	Eddie Davis 4	Abe Lastfogel 16
Vol. 173 No. 4	Ned E. Depinet 9	
VOI. 113 13 13 140. 4	Howard Dietz 13	Joe Laurie, Jr. 30
	W. A. S. Douglas 10	Leonard L. Levinson 38
INDEX	Ken Englund 42	Lloyd Lewis 94
	Morris L. Ernst 95	Rouben Mamoulian 251
Bills 247	Martin Field	Mary Martin 50
Foreign 200	John Firman 174	E'sa Maxwell 31
Legit 248	Sterling W. Fisher 26	Leo McCarey 13
Music 171	Sir Henry French 252	Howard S. Meighan 104
Obits 274	Sir Benjamin Fuller 204	Blanche Merrill 102
Pictures 4	John Garfield 29	Justin Miller 03
Radio-Television 93	Sid Garfield	Edwin Claude Mills 172
Vaude 229	Hy Gardner 30	James A. Mulvey 9
	James J. Geller 50	Harold Myers 201
DAILY VARIETY		
(Published in Hollywood by	Don Carle Gillette 56	Louis Nizer 38
(Published in Hollywood by Daily, Variety, Ltd.) \$15 a Year-\$20 Foreign	William Goetz 6	Elliott Nugent 231
\$15 a Year-\$20 Foreign	John Golden 50	William Ornstein 30
	Nathan D. Golden 200	Val Parnell 204
	The state of the s	

Leonard H. Goldenson	.7
Samuel Goldwyn	58
Ezra Goodman	24
Ezra Goodman	101
Lester Gottlieb	94
Mitchell Grayson	97
	248
	29
Arnold Hartley Peter Lind Hayes	96
Poter I ind Haves	230
	99
Pohort D. Haller	95
Robert P. Heller Arthur Hopkins Rupert Hughes	251
Puport Unghee	15
Alon Hond	
Alan Hynd R of	35
N 01	16
Alan Jackson	50
George Jessel Edward Johnson	. 8
Edward Johnson	257
Eric Johnston	5
	10
Ray Josephs	101
Milit Josefsberg	€4
Emmerich Kalman	253
Hal Kanter	98
Charles O'Brien Kennedy	3
Ralph T. Kettering	
	253
John Kieran	95
Arthur Knore	95 104
Arthur Knore	95 104 100
Arthur Knorr Edgar Kobak Arthur Kober	95 104 100 8
John Kieran Arthur Knorr Edgar Kobak Arthur Kober	95 104 100 8 244
John Kieran Arthur Knorr Edgar Kobak Arthur Kober	95 104 100 8 244 6
John Kieran Arthur Knorr Edgar Kobak Arthur Kober Les Kramer Arthur Krim Ly Kynotyet	95 104 100 8 244 6 34
John Kieran Arthur Khoor Edgar Kobak Arthur Kober Les Kramer Arthur Krim Irv Kupcinet	95 104 100 8 244 6 34 2.1
John Kieran Arthur Khoor Edgar Kobak Arthur Kober Les Kramer Arthur Krim Irv Kupcinet	95 104 100 8 244 6 34 2.1 16
John Kieran Arthur Khoer Edgar Kobak Arthur Kober Les Kramer Arthur Krim Irv Kupcinet Lawrence Langner Abe Lasifogel Joe Laurie, Jr.	95 104 100 8 244 6 34 2.1 16 30
John Kieran Arthur Knorr Edgar Kobak Arthur Kober Les Kramer Arthur Krim Irv Kupcinet Lawrence Langner Abe Lastfogel Joe Laurie, Jr. Leonard L Levinson	95 104 100 8 244 6 34 2.1 16 30 38
John Kieran Arthur Knorr Edgar Kobak Arthur Kober Les Kramer Arthur Koin Irv Kupcinet Lawrence Langner Abe Lastfogel Joe Laurie, Jr. Leonard L. Levinson Lloyd Lewis	95 104 100 8 244 6 34 2.1 16 30 38 94
John Kieran Arihur Knorr Edgar Kobak Arihur Kober Les Kramer Arthur Kober Les Kramer Arthur Kriin Irv Kupcinet Lawrence Langner John Lawrence Langner Lawrence Langner Loyd Lewin Son Lloyd Lloyd Lewin Son Lloyd Lewin Son Lloyd Lloy	95 104 100 8 244 6 34 2.1 16 30 38 94 251
John Kieran Arihur Knorr Edgar Kobak Arihur Kober Les Kramer Arthur Kober Les Kramer Arthur Kriin Irv Kupcinet Lawrence Langner John Lawrence Langner Lawrence Langner Loyd Lewin Son Lloyd Lloyd Lewin Son Lloyd Lewin Son Lloyd Lloy	95 104 100 8 244 6 34 2.1 16 30 38 94 251 50
John Kieran Arthur Knorr Edgar Kobak Arthur Kober Les Kramer Arthur Krim Irv Kupelnet Lawrence Langner Abwernce Langner Lowence Languer Lowenc	95 104 100 8 244 6 34 2.1 16 30 38 94 251 50 31
John Kieran Arthur Knor Edgar Kobak Arthur Krim Fir Kuper Arthur Krim Fir Kupelnet Lawrence Langner Abe Lastfogel Joe Laurie, Jr Leonard L Levinson Lloyd Lewis Rouben Manoullan E'sa Maswell Leo McCarey	95 104 100 8 244 6 34 2.1 16 30 38 94 251 50 31
John Kieran Arthur Knore Arthur Kober Les Kramer Arthur Krim I'r Kupelnet Lawreniee Langner Aber Lastroger Lawreniee Langner Loward L Levinson Lloyd Lewis Rouben Mamoulian Mary Martin E'sa Maxwell Howard S. Melohan	95 104 100 8 244 6 34 2.1 16 30 38 94 251 50 31 13
John Akeran Arthur Kober Arthur Kober Les Kramer Arthur Krim Irv Kupcher Arthur Krim Irv Kupcher Joe Laurie Jr Leonard L Levinson Lloyd Lewis Lloyd Lewis Marty Martin Eva Marwel Leo McCarey Howard S, Meighan	95 104 100 8 244 6 34 2.1 16 30 38 94 251 50 31 13 104 102
John Akeran Arthur Kober Arthur Kober Les Kramer Arthur Krim Irv Kupcher Arthur Krim Irv Kupcher Joe Laurie Jr Leonard L Levinson Lloyd Lewis Lloyd Lewis Marty Martin Eva Marwel Leo McCarey Howard S, Meighan	95 104 100 8 244 6 34 2.1 16 30 38 94 251 50 31 13 104 102 93
John Kieran Arthur Kober Arthur Kober Arthur Kober Les Kramer Arthur Krim I'v Kupcher John Les Kramer John Levinson Loy Le	95 104 100 8 244 6 34 2.1 16 30 38 94 251 50 31 104 102 93 172
donn Kieran  Edgar Kobak Arshur Kober Les Kramer Arthur Krin Arthur Krin Les Kramer Arthur Krin  Lawrence Langner Abe Lastfogel Joe Laurie, Jr. Joe Laurie, Jr. Lloyd Lewis Rouben Mamoulian Mary Martin E-M Marwen Howard S. Meighan Howard S. Meighan Justin Miller James A. Mulvey	95 104 100 8 244 6 34 2.1 16 30 38 94 251 50 31 13 104 102 93 172 9
John Kieran Arthur Kober Arthur Kober Arthur Kober Les Kramer Arthur Krim I'v Kupelnet Lawreniee Laugner Lawreniee Laugner Loward L Levinson Lloyd Lewis Rouben Mamoulian Mary Marthu Leo March Mary Marthu Leo McCarey Howard S. Meighan Blanche Merrill Justin Mille Justin Mille Justin Mille James A. Mulvey Harold Myers Larol Mary Marthu James A. Mulvey Harold Myers	95 104 100 8 244 6 34 2.1 16 30 38 94 251 50 31 104 102 93 172 92 201
John Kieran  Edgar Kobis  Arshur Kober  Edgar Kobis  Arshur Kober  Les Kramer  Hr Kopen  Hr Kopen  Je Lauring  Je Lauring  Joe Lauring  Joe Lauring  Joe Lauring  Rouben Mamoulian  Mary Martin  Esa Maswel  Leo McCarey  Leo McCarey  Jen Miller  Justin Miller  Justin Miller  Edwin Claude Mills  Mary Marvin  Loude Mamoulian  Justin Miller  Justin Miller  Loude Mills  Justin Miller  Loude Mills  Justin Loude Wills  Harold Montey  Harold Louis Nizer.	95 104 100 8 244 6 34 2.1 16 30 38 94 251 50 113 104 102 93 172 93 201 38
John Kieran Arthur Kober Arthur Kober Arthur Kober Les Kramer Arthur Krim I'v Kupelnet Lawreniee Laugner Lawreniee Laugner Loward L Levinson Lloyd Lewis Rouben Mamoulian Mary Marthu Leo March Mary Marthu Leo McCarey Howard S. Meighan Blanche Merrill Justin Mille Justin Mille Justin Mille James A. Mulvey Harold Myers Larol Mary Marthu James A. Mulvey Harold Myers	95 104 100 8 244 6 34 2.1 16 30 38 94 251 50 31 104 102 93 172 92 201

	Dr. John G. Peatman	174
	H. l. Phillips	34
	Theodore Pratt	. 31
	George Price	31
	Franklin Pulaski	100
	David Daibassa	
- 0	Paul Raibourn J. Leonard Reinsch	103
	J. Deonard Reinsch	103
	Hubbell Robinson, Jr	99
	Benny Rubin	232
	narry huby	24
	Norman B. Rydge	203
	Dore Schary	- 6
	Fred C. Schang	254
	Nicho'rs M. Schenck	5
	Al and Sherwood Schwartz	93
	Arthur Schwartz	250
	Frank Scully	102
	Gradwell L. Sears	7
	Arnold Shaw	171
	Sidney Sheldon	34
	Max Shulman :	10
	Joe Smith & Charles Dale	230
	H Allen Smith	-38
	Harry G. Smith.	231
	Paul Gerard Smith	248
	Harry Sosnik	95
	Bernard Sobel	253
2.	Louis Sobol	. 43
	Frank Stanton	99
	Ashton Stevens	24
	Albert Stillman	29
1	Robert Stolz	172
	Ezra Stone	250
	Arthur Sussman	105
2.4	Bill Todman	105
	Niles Trammell	98
		000
	Ernort Tumbuil	206
	Torry Turner	200
	C M Vindonhill	39
	Ernest Turnbull Terry Turner C. M. Underhill Solly Violinsky	102
	J. L. Van Volkenburg	104
	Jerry Wald	
	Jerome Weidman	22
	Lewis Allen Weiss	-95
4 - 2	John Wilstach	252
	Thyra Samter Winslow	12
	Mark Woods	100
	Ed Wynn	100
	Doubout V. Tr.	. 8
	Herbert J. Yates	. 9
- 5	Darryl F. Zanuck	6
	Maurice Zolotow	12

### **OUR CRITICS**

President of Motion Picture Ass'n of America Satirizes Captious Critical Technique If Applied to Other Industries

By ERIC, IOHNSTON

Does it impress you, as it does me, that there are 500 talented and gitted men and women of the press and radio who spend all their time just covering the motion picture studios in Hollywood? And that many, many more from coast to coast do nothing but write or talk of motion pictures?

I don't hallwood.

many more from coast to coast do nothing but write or talk of motion pictures?

He was a second of the coast of the coast

spired they don't do anything out stick to facts.

Let me see if I can visualize just what would happen if our motion picture critics swooped down on Detroit. Why, in a month, you wouldn't know the town! Henry Ford and Chartie Wilson and Walter Reuther and all the other leaders of management and labor in the motor capital of the world would be such changed men, you'd hardly

Think of what it would mean to the good people of Detroit to pick up their papers and read all the latest blurbs on that wonderful new French automobile—the Lescargo, let's call it.

A typical review of Lescargo would probably read something like

"American automobile makers who persist in pandering to the cheap public taste for efficient machinery which can be operated at low cost should hide their heads in shame. The French have done it

again! "Words fail me to describe the winsome charm, the stark realism and the elfin mood of Lescargo. It is stripped—stripped down to its gears—of all the nonsense which Detroit insists on adding to list clumsy numbers. Unlike the Detroit makes, this enchanting offering from abroad seats only two people instead of five It is an adventure to get abroad seats only two people instead of five It is an adventure to get always and the stripped of the stripped of

your chin.

"This is a motor car for those who appreciate the finer things of life. If you haven't been buying automobiles lately, and your taste is jaded by the monotony of the unimaginative American models, I recommend to you Lessargo: A four-honk car!

"The new Dodge is showing today as well, but the less said of it, the better, Dodge it, It's a one-honk job."

Or, we might find this kind of gripping essay in our favorite Sun-

day newspaper:
"Is Detroit finlshed?

"Is Detroit finished?
"That's the way it looks to this reviewer. The news is sad and gloomy this morning.
"During the past year this department has reviewed 250 American cars and 125 foreign cars. What did we find? Just this:
"Of the 10 best cars of the year, nine were foreign, and only one

American. "Of the 10 worst cars of the year; nine were American and only

"Of the 10 worst ears of the year, fine were american and only meloretim, may be a considered and the property of the property

### Stripped Motors

And that isn't all. Think of the great public relations job the critics uld do for Detroit! Chatty little items like this would be popping it every day: "What General Motors director has been free-wheeling a Lincoin with a little blonde from Chrysler?"

And we could turn on the radio and hear the breathless voice of bauncey Chew, the pride of the air.

"This is Chauncey Chew from Detroit with his open letter to the ute industry."

"This is Chauncey Chew from Detroit with his open letter to the auto industry." "This is my last warning to the auto industry. I've warned then before—my patience is exhausted. I'm going next to the Federal government, and you'll be sorry.
"As we all know, my friends of the radio audience, we are engaged to an autonal campaign to eliminate auto borns. You'd expect." of the proof of the proof

"Some unscrupulous manufacturers still persist in putting horns on

They are debauching youth. They are contributing to juvenile delin-

quency.
"The horrible shricking of horns at night is making us a sleepless nation. When kids can't sleep, they become juvenile delinquents. "Let me tell you—the parents of America are aroused—they can't sleep either. They will go to Washington and demand a law. I'll be at their head—and heads will roll in Detroit.

But I don't want to be misunderstood. I love our critics. Now suppose these same critics went on to Chicago. They like to get out to the gut so of a matter fast, and I don't know of any better spot and the gut so of a matter fast, and I don't know of any better spot and a set full of such opportunities.

Our critics could go whole-hops in Chicago. The first thing they'd owned be to start a campaign to import South American beef. Think of how the lows farmers would blush when our critic, halled the first shipment of steers from Argentinal How vividly it would be Continued on page 30.

### Public Likes Pix Better Than Radio and TV. and It's On Par With Sports for Mass Appeal; Problem Now Is to Maintain Continued Interest Via Quality

It is years since I indulged myself in one of those end-of-the-year statements on industry conditions with predictions about the future. The sole purpose is the attempt to cut through the atmosphere of gloom, and certainly not to blow the horn 'about our MG-M trademark.

we nom about our M-G-M
trademax.

If you expect a blueprint of
the future you can stop reading
the judger items written by the
slang-throwers of VARETY who
have put so many new words
into the language. I have a faciling and a degree of
aith. I think with a lot of hard
everything is going to be all right. It may lake
wherever I so nearly were schized.

Wherever I go people keep asking me questions as if I knew the answers. What is going to happen to the picture business? Will television kill movies? How do you account for the poor quality of recent pictures? And many other similar queries, mostly about costs.

Bow do you account for the poor quality or recent judences. And many other similar quetes, mostly about costs. In my opinion the picture business is a good business and a sound business. The public likes this type of entertainment beat of all types. They like in a par with sports as a continual interest. In the modern world motion pictures are a necessity formost of the people and in that respect it's a commotive like a standard branch on a cessfull business the problem is how to manage that business in such a way as to stay in it and make a good thing. The motion picture business has not always been manned and the stay of the stay in the stay of the stay and the stay and the stay in the problem is not always been manned in the stay of the

### Cutting Costs Not the Answer

Cutting Costs Not the Answer
This cannol be done merely by cutting costs. It
has to be done by making the costs worth while.
Perhaps this is the same thing as saying that the
costs must be cut, but I don't think so. It means
that writers have to try to fully express themselves
in their work and to the tell the costs were the cost of the
cost of the cost of the cost of the cost of the cost of the
cost of the cost of the cost of the cost of the
cost of the cost of the cost of the
cost of the cost of the cost of the
cost of the cost of the
cost of the cost of the
cost of the cost of the
cost of the cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cost of the
cos

liany into an unmakeable sensation.

It means that theatres must be interested in the It means that the interest in the It means that the interest in the It means that the interest in the It means that the exhibitors to show their be sense that the exhibitors could see what they relieves so that the exhibitors could see what they full injustice to the public. Yet the attendance at the trade-shows has been laughingly small, partly due to the distance from the point of show but also to a lack of excited interest in what they intend to a lack of excited interest in what they intend to a lack of excited interest in what they intend to leave the major share of local promotion to the picture companies who have spent huge fortunes on cooperative advertising. It is easy to see whether or not this arrangement has been fair to the picture orn not this arrangement has been fair to the picture orn and the interest of the public doesn't care where the money goes and the public has paid more than they paid before the war. But the division of these receipts in not on the proper basis for a healthy industry.

Television

Television

Television will not kill the industry as long as the copile continuous little better entertainment in the fine that the gradual state of the copile continuous little better entertainment in the fine that the gradual state of the motion picture to beat television in the story-telling department. Also no matter, what the improvement in television most people will still want to go out for a good time.

This doesn't mean to say that television is to be dissuissed lightly. On the contrary, it offers great thing and the public will take good shows in any form. At present it is difficult to see how television

AS SCHENCK Locurs, since 1 can be supported by the control of the

### Film That Changed History?

'State of Union' Swayed Truman On Campaign, Advance Man Claims By CHARLES ALLDREDGE

(Charles Alldredge resigned as assistant to the Secretary of the Interior in September to take charge of press relations and speeches for the Barkley campaign. With Interior Under-Secretary Oscar Chapman he served as advance man for President Trumda's western trip last May and June.)

The most important film of 1948—If importance lies in the influencing of people and events—was Frank Capra's 'State of the Union.' There is good reason to believe the film about a Presidential candidate direct forms of the people and events when the control of the control of

wagen oy a gentieman named Harry S. Truman. President Truman first saw "State of the Union" at the premiere April 7. The President at that time was under heavy attack, not only by Republicans but by leaders in his own party who either believed that the Democrate could not win under Truman or who were angered with the President's firm espou-sal of civil rights.

sat of ever rights.

In the opinion of his advisers, Truman had not firmly made up his mind (a), whether the people would support him regardless of the lukewarmness of party leaders, and (b) if he decided he would have the people's support, what kind of camerican to work.

paign to wage.

President Truman, according to those who watched closely — as Presidential reactions always get watched—has a habit, much like a small boy watching a chase sequence, of lifting himself slightly from his seat when what he sees on the screen excites and interests him. That's how he reacted to the story of a good man Presidential candidate, on the story of a good man Presidential candidate, see a s

Early next morning the White House called Metro and asked for immediate delivery of a print to be taken on a cruise on the Presidential yacht. The President, according to the report, wanted some of his friends to see the film. Later, the White House asked for a print again, a rare and perhaps unique

### Went to the People

It was in April that the President, on a tour of the west to test the people's attitude, and possible the vest to test the people's attitude, and possible frank demunications of 41 most post Congress. On that tour were the first of the whistlestops. The tour grew in success and reached its climax with the huge friendly, crowd of a million people or more at Los Angeles.

The Angeles.

On his way back the President's doubts, if he had had any, had vanished. At a dinner in the Capital shortly after he returned, he declared, "There will be a Democrat in the White House in 1949, and you're looking at him!" A good portion of his auditure the contract of the

### Zanuck, Schary, Geotz, Krim Concur On One Thing—Good Pix Can Be Made Cheaper, Generally Must Be Made Better, Or Else

The bexoffice year ahead for Hollywood should be good for those who have realistically realigned their resources to strengthen story preparation and production in keeping with the domestic The "easy market" is gone and so with the "easy market" is gone and so with the "easy market" is gone and so with the "easy market is gone and so with the search of the searc

Green production, but will strengthen it.

Hollywood simply has faced a well-strengthen it.

Business is still good for the, studio that turns out pictures that warrant it. Cranted, the public generally hisnit the surplus cash of the years before the price burdens.

Business is still good for the, studio that turns out pictures that warrant it. Cranted, the public generally hisnit as well-strengthen in the surplus cash of the years of the public heat still years of the years of the

easure, or entertainment from a showman's point of has become a necessary part of the American stand-

and of living.

For the several years past, production costs in the film
for the several years past, production did not bring lis
framers worth because the effort warst't made to insure
this. When the bottom dropped out of the war-flushed at
tendance boom, readjustment toward efficiency became
necessary. Costs were cut mainly by eliminating unecessary footage.

So we start off into 1949 with our lessons learned, ou studios in shape to meet coming exigencies, and the knowledge that we can have a good year if we make good

pictures.

"Coming exigencies" however will not be lacking this year, because the film industry has never had smooth stalling and the smooth of the property of the smooth of the smooth

be reckoned with in the year just starting.
Most significant and hopeful of all the signs for the
coming year, in my opinion, is the public reaction to a
picture we made with great trepidation as to popular
reaction. Though I will say here that we were never in
the least hesitant about producing it: it was a picture
which simply had to put on the screen if Hollywood
is to fulfil its purpose and continue to grow. In order
not to be too crypic I must instrude a commercial title
and name The Snake Pit' by name.

The public response of it has been greater than we are those of the public response of it has been greater than we are those of the public response of the publi

patrons. It is use mess approximately appeared to the period of the peri

appeal.

Of all the results of the past and promises of the future, this, to me, is the most significant!

### The Showmen Who Created This Industry Haven't Suddenly Lost Their Talents-Dore Schury

The year of official panic ended on Dec. 31, 1948. There

The year of official panic ended on Dec. 31, 1988. There were many contributing factors to making his the year of panic, but, despite all the evils and dangers that beset the industry, the panie was, in the main, a state of mind. Certainly we had enormous problems that the particular of the particul



alistically, they assumed that the threat was a true one.
Through some of the bad will engendered by some lilconsidered public relations, the picture business always
inherits people who complain and Jump upon the
as the opportunity of the complete of the complete of the
as the opportunity of the complete of the complete of the
as the opportunity of the complete of the complete of the
as the complete of the complete of the complete of the
and then finally to a certain sendial, dispusting inwhich distributes and implication.
Certainly we have real problems. But there are an-

nuendo, hall-truths and implication.

Certainly we have real problems. But there are answers to all of them. The showmen who created this industry have not suddenly fost their wits, nor their talents, nor their ability, to think out a situation.

ents, nor their ability to 'think' out a situation.

High cost is solved by making love-out pictures. That's the state of the state of

we will adjust ourselves to those decisions.

As long as the herd instinct exists and a group of people will gather together anywhere as stadium, a their together anywhere as stadium, a their together anywhere and together toget

### Present-Day Grosses Plenty OK If Only Costs · Would Come Down-William Goets

is nothing wrong with grosses; there is plenty with costs.

rong with costs:

A lot of people keep asking, "What happened to the hovie business?" The question is generally intoned with the mournful respect accorded to sameone who has just died and been

The motion picture business is neither dying, dead nor buried. The motion picture business is neither dying, dead nor buried. The motion picture business is still very losses are incurred because of competing amusements, the high cost of living or similar deterrents, there are offsetting feactors to stabilize in new groups of adolescents acquiring the "motion picture abut" and such. You gains and losses is might call it a standoff in relation to Exercibed's to suitine for new three states of the control of the

gains and losses in attendance. Everybody is putting too much atress on motion picture grosses. The problem is to produce pictures at a cost commensurate without Son market potential. Mr. too Dong ago member of the problem of the production of the production cost of a special production cost of a special

gross that really tells the story.

Experiences of the last few years have proved to all of us in production that money unwisely spent does not increase the gross. Indeed, too frequently it has merely increased the loss. Every company in the business has enough evidence in its backlogs to prove conclusively that just spending money in any and all sections of production will not guarantee quality or boxoffice value.

It's about time that producers, directors, writers, stars or anyone else with a voice in production started thinking about making motion pictures for the public instead of for our personal and individual satisfaction.

### 1948 Wrote Off Costly Mistakes of Late '46 And '47, Leaving '49 In Good Prospect-Arthur Krim

4.7, Leaving 49 In Good Prospect—Arthur Krim The year 1948 has been one in which we have written off our mistakes and our losses on pictures made during the high cost periods of late 1946 and 1947. This is true of most companies, so that all of us face 1949 with a relatively clean splate. For 12 months now the adjustment estatively clean of lower revenues has been underwey. For some companies, we have a superstantial content of the companies with the most difficult than for others, but, by and large, the law of compensative has been such that the companies with the most difficult adjustment problems are also those with the largest cash reserves be surprised if the obbatcles per their difficulties. I will be surprised if the obbatcles per the red friendles. I will for the established companies.

for the established companies.

To prepare ourselves for the future, we have learned a lot of lessons the hard way these past two years—by a lot of lessons the hard way these past two years—by a lot of lessons the hard way lessons the hard way lessons the hard way lessons the lesso

We have learned several important lessons during the past 12 months. We have lound that when pictures are past 12 months. We have found that when pictures are domestic market alone, even line potential profit in the domestic market alone, even interest tures were made by knowledgable producers who made certain that all moneys spent reached the screen-quad who correctly anticipated that the public would be innoven increased in expensionable ingredients and good picture-making than in name casts. We have learned that we must avoid paying corotiantly for personalities who are stars

in Hollywood but who either do not helf a picture or actually hurt a picture when it reaches the public. We have learned, too, that the emphasis on least pictures can be progressed to the property of the progress of the progress must include some marquee names—the problem being to find the right lone—and that we must invest time, energy and money in the ever-continuing search for new personalities.

presentities.
In all of this, the exhibitors must come forward to help us. We—that is, all the studios—are trying to do an honest job for them. We ask that in their own best interests. They must recognize the importance of a new supply of good product.

### **Enclosed Please Find**

Or What a Script Editor Has to Put Up With-From Feelthy Pictures to a Chi-Type Torpedo

By OLIN H. CLARK



By OLIN H. CLARK

(Exatern Store Editor, Mctro-Goldwyn-Mayer)

It's a lossup for first place between the gentleman in Somailland and the lady in Cestode the gentleman in the Rue Blondell and then worry the rest of the summer about how tough the customs officials could get in ret in fine the control of the

skirts of Portland.

That's the kind of enclosure you never see on the screen or read in the magazine. It's the end-product, so to read in the magazine. It's the end-product, so to read in the magazine. It's the end-product, so to reduce the state of t

ladies wore a lot more clothes than his did. Or did he write the wrong company?

Whenever the golds of our mailtoom come across a common the company rather than an individual, whose contents fall into no known departmental classification, it is routed invariably to my desk. From which you could conclude that the Story Department is a sort of humanized catch-all or even wastebasket. But along with the bores and cronks come a lot of laughs.

### Dusting the Attic

Dusting the Attic Land with the Core and the

beavers. But every once in a while one gets past her. Then I'm stuck.

One day an individual just came right in without an authority of the property of the pr fine sales argument

### Never a Rejection Slip

Never a Rejection Slip

Most of the customers are supreme optimists. They practically never forget not to enclose, return postage, the supremental properties of the supremental properties of the sufficient of the supremental properties of the sufficient of the supremental properties of the supremental pro

### Forty-third VARIETY Anniversity

## **IIA Prez's Cynical, Clinical**

By GRADWELL L. SEARS

Every body's got ideas—and time enough to write them



time to write them out. If those man-hours were business, maybe our Maybe If those man-hours were ap-plied to business, maybe our pain would not be so deep. Maybe this rash of prophecy is necessary to the season. I still like the duck season better.

season better.

For myself, I don't know what's wrong with picture business. If I did, I wouldn't publish it for free In Vaaizry: there are plenty of buyers around. All I do know is, as the poker-player says, "We can't win for losing."

In the worst have

win for losing."

In the corset business or the banana business or organized vice, there's the same intense competition for the customer's money. But somehow if any other business finds itself under fire, the attack becomes a unifying, a welding farce. The competitors may hate each others' guts, but they'll join in mutual protection against outside attack:

Now consider our racket:

Production says, "If those damfools in the Sales Department had any ability at all, we could ball out the banks. Distribution is sabotaging us."

ing us."

Distribution says, "If those theiring exhibitors wouldn't insist on keeping all the profit, maybe we could pick up a dollar. They steal the pictures. Then they steal at the boxoffice. Otherwise how could they all winter in Florida and own hotels and keep buying more theatres."

ford it."

So the exhibitor organizations pass resolutions condemning the distributors and producers. The distributing companies hold sales meetings and cuss out the exhibitors. And the producers sit in body ducking the hold producers of the condemnia of the co

and the state of t

### Dated Distribution Methods?

Dated Distribution Methods?

Perhaps our distribution system is out of date. It could be. The fact that we have always distribution of the distrib

To my mind, video is a todding

To try to predict the course of the motion picture industry finches maintain pre-Christmas slump the motion picture business. About this time severy year any jokewho has every dad a half share and a half share

### There's a Vast 55% Domestic Market to Woo Closeup on State of the Biz Instead of Worrying About 'Lost' Foreign B. O.



d Artists Corp.

d Arti

### These Are Prod. Problems

These Are Frod. Problems

Production problems? Certainly

Production problems? Certainly

there are production, problems.

The immediate loss of revenue

markets and rising costs made tremendous readjustments necessary,

let our stadios, too, are run by

strong the cost of the cost of the cost

that our stadios, too, are run by

problems which arise, and I think

that we can look to them to make

whatever adjustments are neces
method to the cost of the cost of the

problems which arise, and I think

that we can look to them to make

whatever adjustments are neces
productions. We are considered to the

problems, and before

that we can be the cost of the

problems, and the cost of the

production staffs are engaged in streamlining

their operations, using every ad
their poparations, using every ad
this readjustment, which we know

must we, as an industry, herald

this readjustment, which we know

the cost of the cost of the cost of the

to a dishibition of the cost of the

movels are on the verge of becom
man and are conquerting then?

Harness Television for Thestreal

### Harness Television for Theatres

Harness Television for Theatres |
Television? Do you remember the day "they said" the talkies pressent the day "they said" the talkies pressent the talkies talkies talkies the talkies t

er experience than if they had seen the fight at Yankee Stadium.

We are passing through an era pain, and heartche to survive turmoll. But turmoll means change, and out of change comes progress, if only there is the will to go forward. Many have been predicting know that forecasts can be so very wrong. We have no right to be so stridently sure that our future is a declining one. I, for one, will have no more of that not-ever-defensive, tun and more effective and makes more sense to fight offensively. We have invited loss of respect and we have invited loss of respect and we have mounded in public until we have invited loss of respect and we have more different of the survived loss of respect and we have fight for the first of the survived loss of respect and the first of the survived loss of respect and the first of the survived loss of respect and the first of the first of the survived loss of respect and the first of the survived loss of respect and the first of the survived loss of respect and the first of the survived loss of respect and the survived loss of t

### There's No Ceiling on Showmanship

By N. J. BLUMBERG (President, Universal Pictures)

No matter what else happens in our business, we are always sure of one thing.

People are ment. Our job seeking entertain-

People are seeking entertainment. Our job is to give them the best enter tainment possible. In the past few years a decided transition in method on eressarily took place, due mostly to economic conditions which were controlled by us. The time has arrived when the

at the boxoffice. Otherwise how could they all winter in Florids and own hotels and keep buying more theatres. The could they all winter in Florids and the could be compared to the could be compar

rience proves that the best advertising results can be obtained at the point of sale.

This means that exhibitors must et back into the advertising and

This means that seems that get back into the advertising and exploitation business.

It is evident that theatre operators can no longer just open the doors and expect the crowds to come in as they did during the lush partials.

The pictures themselves are just as good as always. What is lacking is the proper spotlight for the pic-

tures.

The public's demand for good pictures is greater than ever. This success of "Hamlet" disproves the theory that the public lacks the theory that the public lacks the feeling or taste for extraordinarily experience.

The most gratifying experience of the year is the hearty acclaim given to this picture, and also the substantial interest shown in it by exhibitors who have the vision to public relations which for the entire industry.

I cite this point to prove that

I cite this point to prove that howmanship is not confined to any articular type of picture and, also, indicate that if pictures are

established. The day has passed when exhibitors can take the point of view that there is such a thing as a "natural." The day has arrived when every picture must be analyzed and appraised on the basis of its content, and its up to the exhibitor to get this information before the public.

get this information before the pro-tions who are concerned about various competitive forces, such as Television as well as the traditional competition to our business, let me say that the only way the public good entertainment and have the exhibitors create the feeling that the peture house is a family can have the most fun for the least amount of money.

The exhibitor should make every effort to institutionalize his theatre as well as to sell the specific atIf we all take off our coats and

If we all take off our coats and roll up our sleves and get down to hard work, so that we may take pride in our accomplishments, 1949 should be a most healthy and pros-perous year for all of us.



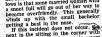
HUTTON

### Forty-third VARIETY Anniversary

### On. My Way to The White House

By GEORGE JESSEL

When you get to be fiftyith, birthdays and Happy New Years are not such things that you get very excited about Years are not such things that you get very excited about purities are something that I personally have ducked the things of the paper. Happy New Years purities are something that I personally have ducked the property of the paper. Happy New Years purities are something that I personally have ducked the paper. Happy New Years purities have level to the paper happy New Years purities have level as the paper. Happy New Years purities have level and what followed have the paper happy the paper



And I write:

And I write:

When I think of the changes
I have the above bistriests
I shee my head because of
the distriests.

In 1910 I sang at the Imperial Theatre on 116th Street
In New York. I was the bass singer of the Imperial Tric
Leonard, Lawrence & McKiller, and Lawrence was and
prevalence and the street of the Imperial Tric
ard is now the significant profits. Walter Winchell. The Imperial Theatre, in which my mother sold the tickets in the
boxoffice; had three acts of vaudeville, a one-recler and
a two-refler, and songs with limitartical sides some by us
—Wiener. Winchell and 1900 E2 to my grandmother and
bought night hunch for my grandmother and
I had \$1.35 left over.

### French With An Accent

French With An Accent

There was also every once in swhile a talting picture. These consisted of two sate was the secretary of the force of the secretary of th

beloony. I was paid \$25 for this day's work and after some experiences and some money I govern by grandforther. I had experience the property of the property

### Came Radio

Then the radio cmm—a whole

Then the radio cmm—a whole we business that the public had nothing and on with whatsoever. If the client public had nothing and on which was a superior of the radio of the

(Continued on page 54)

### GENTLEMEN OF DEPRESS

By JACK BENNY Hollywood

For the past several years I've noticed a growing tendency on the part of radio editors to gang up on the radio comedians and accuse them of using the same type of

cacy on site past or reason encours to gaing up on the relative comedians and accuse them for using the same type of humor year after year. The main targets for linear year had been as the power-hould-excused the ranking rib-ticklers.

Invariably the reviewers admit that the expression, Allens, and the pest of the ranking rib-ticklers. Invariably the reviewers admit that the stone, and almost always have funny programs. Their beef stems from the fact that the programs always use the same characters and almost always have funny programs. Their beef stems from the fact that the programs always use the same characters and the programs always use the same characters at the "Left's Save The battle country of the "Left's Save The battle cross to be, "The list of the programs are the programs and the programs are the programs always use the programs and the programs always use the programs always use the programs and the programs always use the programs. Their beef stems from the fact that the programs always use the programs always use the programs. Their beef stems from the fact that the programs always use the programs always use the programs. Their beef stems from the fact that the programs always use the programs always use the programs. Their beef stems from the fact that the programs always use the programs and almost always have funny and almost always have funny and always the programs. Their beef stems from the programs and the programs always use the programs and the programs always use the programs. Their beef stems from the programs and the programs always use the programs and the programs and the programs. The programs always use the programs and th ren't there a year ago-or two years ago-or 10 y Very few, if any.

Amos 'n' Andy were public favorites in 1929. They still are today. Eddic Cantor, Al Jolson, Fred Allen, Burns & Allen, etc., have all ranked high in the Hoopers for over a dozen years, and will continue to do so as long as they dish the dialers the brand of radio entertainment they've handed out in the past.

Now for the critics who want the radio raconteurs to change their style of comedy so that the listeners will get a "welcome change." Most comies have spent many years periecting their individual comedy styles, and would be completely lost without them.

completely lost without them.

Plums & Allen's mixed marital problems reap a bonance of boffs, and so do Amos n' Andy's blackfaced buffonery. Would the critics have George and Gracel darken their dialog and A & A jump into domestic compety?

comedy?

Bob Hope has a pace and brashness I envy. But I know that I'd be floundering in "flop-sweat". if I tried Bob's delivery. But I do flatter myself into thinking Hope can't get as much out of a "Well!!!" as I do.

nous onenvery, Dut 1 00 nature myselt muo tinneng Hope can't get as much out of a "Well!" as I do.

Now let us lake my own since the control of the control

### Reshuffle 'Variety'?

Vamery, the Bible of Show Business, is radio's severest critic. It has a staff of radio critics who are too numerous and too powerful to mention. They often suggest there be changes in the styles and formats of the radio pro-

Well, let's look at VARIETY. Let's see what made it the lible of Show Business. A style that hasn't changed in the 43 years VARIETY has been in existence. A stylized pe of writing, brief and biting, that has become part of the English language.

time English language.
What would happen if Vaniery changed styles? Would their reviews be written verbosely? Would I find vaude-wille news in the Literatisection? Would Radio be printed under the heading of Legit? Would movie reviews be printed in the Oblurary section? (This happened once, but I don't want to talk about "The Horn Blows At Mid-night" any more below.

And one more thing. Radio critics scream, "Why don't the comics stop already with program about Thanksgiv-ing: Christmas, etc.? The air is filled with them at these times of the year."

times of the year."

The critics are right. I, like every other comic, do a Thanksqiving show and Christinas show. What weuld her have me do on Christinas? Set off skyrockets and roman candles and have Phil wish me a Happy 4th of July? A commendation of the commendation of a laugh, but it will show the critics I'm on my toes.)

toes.) Do the crities want the comics to tell World Series Jokes on the day the Rose Bowl game is being played? Shall we de Esster Eag programs on Ground Hog Day! Writers, Writers, and the state of the common state of the comm

the control of the subject of opening programs. The one that 59% of the reviewers review. The first show of the season is the toughest to write. For the other 38, the calendar allows only seven days between shows. But the first of the season is usually started two to three weeks exist of the season is usually started two to three weeks and the start of the season is usually started two to three weeks and the start of the season is usually started two to three weeks and the started three weeks and three we

Television is with us now, and I'm waiting for some reviewer to say, "It was an enjoyable video show, but darn it, always the same old faces."

### Cleesh Crick Whiz on Show Biz Quiz

By ARTHUR KOBER

(With apologies to Frank Sullivan and, perhaps, to VARIETY.)

and, perhaps, to Variety.

Q. Mr. Sullivan, you are, are you not, the creator of Mr. Arbuthnot, the eliche expert whose testimony has so frequently appeared in the pages of The New Torker?

A. Yes, Mr. Arbuthnot expert whose testimony has so requently appeared in the pages of The New Torker?

A. Yes, Mr. Arbuthnot experiment the same and the showman's Bible?

Q. By Variety you mean the showman's Bible?

A. Show and the sheet that had that such head "HIA NIX BLX"

Q. Your knowledge of the jargon would indicate an association with the theatre—pardon me—with show its like its the transportation of the same and t

while?
In the jive of the showshops, a theatre is never:
it is shuttered, and usually for a facelift.
Tell me, Mr. Sullivan, have you bankrolled any cur-

I own a slice of "Life With Mother," the followup

"Pa,"

Can you tell us something about this click?

Gladly. This legit was brainchilded by Russel use and Howard Lindsay.

Aren't they two auths whose spesh is abdominal

glee?

A. Correct. Well, after the prelim kickoff in the stix which was sparked by rave reviews, it bowed in at the Empire and because of the terrif thespins of Dorothy Stickney and mate, it rated sock mitt action from the fancy preem clients.

Q. And what about the crix?

A. They all gave it the nod sans a single pan.

Q. And hasn't it since played to both ho. with a hefty take in the till?

Oh, yes. There's been plenty of bloom on that b.o.

heather.

Q. Now suppose the aisle-sitters had axed it, and suppose the cash customers had donned mittens, then what?

A. The show would have folded, leaving the chumps on each other's lapels.

Q. Mr. Sullivan, can you tell us what happens when a thesper garners rave reviews on Bway?.

A. His gets a nudge from It wood.

A. He gets a nudge from H'wood.
Q. You men, there is a powwow with a maje pic rep.
A. Correct. After a huddle over terms, he is inked to a pact, ankles the show, and you next see him spotted in VARIETY under "N. Y. to L. A."
Q. And then?
A. He becomes a filmstar who is seen in mellers, whodunits and sobbers.

dunits and sobbers.

Q. He could be in a pic with a comedic note in which he rates yocks due to his zany antics.

A. Oh, yes. But if he skids, then he's tagged by the B-keepers and is spotted in oaters and cliffhangers.

Q. What if he's another Paul Muni?

A. Then he rates the name role in biopix. If these items are real wall-smashers, he is signatured to a new deal with a hike in the upcoming semester.

Q. And if the thesper is a femme star with a classy

and what fixe in the upcoming semester.

And fixe in the upcoming semester.

Set of pipes?

A. Then she is tapped to do the chirping in a high-budgeted filmusical. Usually a tinter.

G. And where are these tunefilms released?

Historian of the keys. Then in the hinterland.

G. You mean, the nabes?

A. That's right at in the initial teeoff the pic is a surefire granting at in the initial teeoff the pic is a surefire granting at in the initial teeoff the pic is a surefire granting at in the pines next?

A. If the b.o. is standout, solid, sizzling and sultry, it becomes an ho. and plays additional stanzas.

G. In other words, it depends on the take. If it is round, Right?

A. Precisely. If the fees are neat, trim, hefty and

rounds. Right?

A. Preoisely. If the fees are neat, trim, hefty and plush, the pic stays on indef until it is hypoed into a final

35. Which is called?

A. Which is called?

A. The blowoff.

But what if the tariff is thin, the admish limping, i returns n.s.h. and biz does a dive?

But what if the tariff is thin, the admish limping. I returns n.s.h. and biz does a dive?

But will have been a second to the stable crying but will the same in the low register. The lots are axing wholesale in a couple studies shuttered.

4. How do you account for the bo downbert?

4. How do you account for the bod downbert?

5. The does not be a second to the company of the same in radio-dialers are home, hugging the hearthtone.

4. But thought the webs, too, were feeling the slough but.

A. And so they are. Plenty of slots are on the cuff due to bent bankrolls. Some frames just can't wrap up

Q. No ante?

A. Exactly. One ciggie outfit just nixed a deal for new crossboard daytime strip with largest indie skein. The network prexies, veepees and excess are in hassles, tearing their Westmores as they mull projects, with serious reshuffling indicated.

A. Do you think television—?

Q. I beg your pardon. Do you think video has anything to do with the slump?

A. Could be. But even in teevee the red ink is heavy with the loot light.

Q. Area't there any packages permanently berthed in slot?

ot?
A. A few, but many are strictly cuffo.
Q. Walting for what?
A. To snare a sponsor. So far the video niches are tammed with corn.
Q. Then how do you rate Toscanini who got off to a

(Continued on page 54)

### The Picture Business Must Fight For the Amus. Dollar On Its Merits Once Again, As It Has In the Past — And Usually Successfully

By NED E. DEPINET
(President, Radio-Keith-Orpheum Corp.)

Politicians, professors and corpoliticians, professors and cor-

foreign beatings.

In my opinion the industry is getting its second wind after the joil of the crumbling foreign market and the diminishing domestic box-office. That this business was caught with its costs up was not used to be second to b

### Where the Film Biz Differs

Where the Film Biz Differs

Most industries manufacture separate units of the same article, automobiles for Instance, and inputation of the same article, automobiles for Instance, and inputation of the same article, automobiles for Instance, and inputation of the same article, automobiles for Instance, and inputation of the same article and include a same article and in the same article article and a same article, and domestic and a same article, and article,

arrocity.

The mass been in competition for the diversion hour and editortial-ment dollar, whether these rivals be reading, radio or romancing, gin rummy or television, books or basebal, alcohol or automobiles for any other lesisure time and excess dollars of the people. You can't tegislate desire in people, it can only be mutrured and sold. You can't make the control of the people of the pe

bruises, many self-inflicted, and some from being hit on the head with bricks when the house of gradium arkets cumbled dead of the self-many markets cumbled dead of the self-many markets cumbled dead of the dead of the self-many fills, politons and plasters of common sense and good merchandising, which, it cur business, we dead the patient is still able to sit up and take nourishment is well-many fills, politons and plasters, of common sense and good merchandising, which, it cur business, we dead to the patient is still able to sit up and take nourishment is well-many fills, politons and plasters, of common sense and good merchandising, which, it cur business, we dead to the patient is still able to sit up and take nourishment is well-many fills, politons and plasters, we definite signs of winding into one of the largest grossers in his tory. In a receding market, the American movie know-how has the producer's courage and during the producer's courage and during the producer's courage and during has it a lamp of confidence in the dark halls of our industry. There are offer encouraging signs. Many pletures are good entertainment very accellent business and there are indications that the public is regaining its bellef that moniton pictures are good entertainment very accellent business and there are indications that the public is regaining its bellef that moniton pictures are good entertainment very considerable that the public is regaining its bellef that moniton pictures are good entertainment very considerable that the public is regaining its bellef that moniton pictures are good entertainment very considerable to the very considerable to the

### 1948 the Year of 'Transformation;' Biz Gears to Domestic Market

By HERBERT J. YATES (President, Republic Pictures)

Some '48 Memories
'Nature Boy,' Toni and Airwick gags. Fetrillo. The NewLook. Capital gains. Pumpkin papers. Calvett switch
looks. Bil Faley and MCA.
Communism' in Hollywood.
'Communism' in Holl Some '48 Memories

sans toupee.

President Truman reelected.

### Mulvey, Goldwyn Decry Distribs'

By JAMES A. MULVEY

(Pres., Samuel Goldwyn Pictures)
All of us who say we love good
pictures make a mistake when we
separate a devotion to better pictions of making and showing them.
They are part of the same thing.
I think it is wrong to give lip
service to the argument that we
pictures must be made, and at the
same time, deny to the producers
of better pictures the free market
to which they are entitled. It has
aways been a mistake, an inequitystrictions in terms, in playing time,
the pictures the free market
to which they are entitled. It has
aways been a mistake, an inequitystrictions in terms, in playing time,
the picture of the picture of the picture of the
transport of the picture of the picture of the
same of the picture of the picture of the
transport of the
transport of the picture of the
transport of the
trans

1948 will go down in motion picture history as the year of "trans-port of the picture history as the year of "trans-port of the picture history and its incep-tion, designed to the picture history of the town of the picture history of the picture history of the world markets.

When so und became a real-

When sound became a reality the American motion picture was quick to weld this great new medium of entertainment to the silent film.



tertainment to the silent film. Quality talk- in a pictures to the Hollywood state in a pictures to the Hollywood state in a picture when the worder of the Hollywood state in the word market at our command, the word market at our command, the cost control of pictures became taboo conversation. We forgot, however, that the modion picture business on a worldwide scale is conditions, even more so that may other industries. In 1948 the delayed of restrictions against American cery Distribs'

Stranglehold'

AMES A. MULVEY

Somiel Golduyn Pictures'

No doubt the feet countries which have been some co

on markets we will nave o light to the countries to belabor and castigate American pictures, to silenet the masses who plead for them. It will take years for recapture and the masses who plead for them. It will take years for recapture and the countries of the

Set That Nut Down Labor, Management and Artists must get together on a new reduced cost pattern for American pictures if we are to ride out the storm. At present it is almost impossible to produce a picture and earn a reasonable return on its investment, no matter how careful and frugal the producer is with his It is obvious that what happens to the domestic market in 1949 will begin to shape our future The Exhibitors must work now with equal vigor to increase gross receipts, the same as the

Companies must work to cut cost of production and retain quality. Many words have been written about the effect of Television on motion picture theatres. It would be unrealistic to deny it doesn't offer the biggest potential competition the industry has ever had to face. Television's lack of allaround, interesting family proaround, interesting family pro-grams at the moment is only tem-porary. The public is willing to pay for botter television enterclaim find a way to buy or produce what the public demands. Television's growth and the analyses of its ef-fect on motion pleture theatries and the industry should be under care-ful scrutiny at all times.

ful scrutiny at all times.

I am a horn optimist. I have the greatest confidence that we of the motion picture business have the ability and courage to get our house how other than the street, and the stree



### GEORGE SIDNEY

One of Hollywood's leading directors, whose latest release, "The Three Musketeers," is breaking box-office records all over the country, is now preparing "Slorm Over Vienna" for Meiro-Coldwyn-Mayer, where he is under contract.

### LAST VISIT WITH ERNIE: AND A VISIT WITH DENISE

By W. A. S. DOUGLAS

(From two as yet unused pages in my World War II notebooks.)

I came into American Army Press headquarters in London an algolious September morning of 1944. The half of the old Queen Anne style maniton was full the state of the old Queen Anne style maniton was full the state of the the s

home, "All this stuff," explained the sergeant, "has been routed

"And the boys outside?", I asked. "Waiting to see him?"
"And the boys outside?", I asked. "Waiting to see him?"
"Yes," grinned the sergeant. "And also to cut in on
the loot."

And the boys outside: "I abset." And also to cut in months of the course." The course of the course

the willages and the nametes—time people are to place went to war. And then, of course, he had to follower the people are to the course, he had to follower the people are to the course, he had to follower the people in shoulders, shaling both his hands. It was an ovation such as I have read to the people with the people in the people will be people and the people will be people and the people will be people with the people will be people with the people will be people with the people will be peop

impact.

"Automatic war," said Ernie. "The most cruel, most contemptibly brutal thing ever devised by man. 4'm through and I'm going home. I can't take any more. I'm through and I'm going home. I can't take any more. I'm brown and the said to said the said to the said mobb. The ambulances and fire engines came roaring by to stend to the saiduptier, to put out the blazing furnace. "If feel like I'm running out," whispered Ernie. "From the battles, the robots, from the boys. But I've taken all I can take."

all 1 can take."

all 1 can take."

20 years of knowing him.

all I can take."
That was the last time I saw him and I had more than 20 years of knowing him.
He must have known, inside himself, that he couldn't stay away; even though he knew that the beckoning finger meant the end—this site of heaven. 20

### DENISE

White Moulin Rouge in the Paris of before World War II will remember Denise. She led the can-can which you might call the cup of coffee; which brought a there has been a can-can at the Moulin Rouge from away back when the beruffled high jinks first came into fashion, if grandfather's heyday. The property of the western side of the Cherbourg peninsula, to wash the dust of battle ruins out of our mouths and entered at time standard, he some extraordard to the contract of the

three and four-night-stands in what passes in England for the "provinces" all in God's country for the "sticks." And for the "provinces" all in God's country for the "sticks." And for the "provinces" all in God's country for the "sticks." And for the "sticks." And the standard of the standard of the standard of the next day. The standard of the sta

### Cub Room—With Trees By MAX SHULMAN

By MAX SHULMAN

Mr. Hathaway, the eminent writer, came out of his study and slammed the door behind him. His wife looked at his tight lips and glowerint. She waited until he had consumed two and then she said, "Another bead day, dear?"

He nodded blackly.

She patted his hand. "Well, don't worry, dear. It's always like this when yell. The worry dear. It's always like this when yell. The worry dear. It's always like this when yell. The worry dear. The saway like this when yell. The same work of the worry dear. The saway like this when yell. The same work of the world had not what the trouble is pretty soon and then everything will be all right."

"I know what the trouble is," he said. "It's New York." "New York? But you love New

Max Shulman Said. 11 New York. Pour you love 'New York."
"It's no place to work. I've got-too many friends here, and I keep thinking of what they're doing.—Jim selling that book to Metro, Sona with that hit play, Baker with that seral in Onlier's, Tom doing the mental that seral in Onlier's, Tom doing them their success."
"Of course," murmurred Mrs. Hathaway.
"But I keep thinking of all those things, and I Just can't concentrate. I've got to get away, from the market place, I've got to get away from writers and producers and edition to the success."
"Now, dear," soothed his wite, "you're just upset because you can't get going on your book. This always happens, and you always come out of it. Don't blame New York. You've done your best work in New York. You've done your best work in New York."—go out in the country some place where I won't have anything on my mind but the book."
"You hat the country," Mrs. Hathaway pointed out.

my mind but the book."
"You hat the country," Mirs. Hathaway pointed out,
"Nonsense," said Mr. Hathaway and delivered a short oration about peace and greener Connecticut in the office of a wise oid realtor named Pomfrit. "We want," said Mr. Hathaway, "a comfortable, seeluded house where I can work in privage." "Uh, huh," said Mr. Pomfrit and took them to a com-fortable, seeluded house where Mr. Hathaway could work

fortable, seculed nouse were an arranged to the fortable, seculed not not the fortable and the facts of grass and woods that extended as Iar as the eye could see, "perhaps not quite so seculed."

"I'll tell you," said the wise old realtor, "it's seculed and yet it isn't secluded. Now you take Jerome Weldman's "ferome Weldman ives around the re?", asked Mr. Hath-

"Jerome Weldman lives around here?", asked Mr. Hathways eagerly,
"Yes," said Mr. Pomfritt: "He lives between Laura Hobson's place and F. P. A.'s place."
"They too?", said Mr. Hathway with great excitement.
The wise old realitor nodded. "They're over near Lawtence Langner's. Or maybe they're a bit closer to Dick
Mealand. No. I guess they're closer to Langner's. Arnold
Auer bach is closer to Mealand. Ted Shane and Ken Listeaer are up there too, last a couple of miles from John

tales are up touce woo, see see the property of the property o

"Exactly," cried Mr. Hathaway, "what I was telling my wife. Wasn' I, dent"!
Mics. Hathaway smiled sweetly, "in the Mr. Hathaway smiled sweetly, "in the Mr. Hathaway smiled have to get in touch with New York," said Mr. Fomfritt.
"That's good," said Mr. Hathaway,
"Anti," continued the wise old realtor, "there's a debreakfar with the man was to the New York papers before 
breakfar with the man was to the New York papers before 
breakfar with the man was to be a second out in New York, "ansure by mail the same day it comes 
"But the important thing," said the wise old realtor,
"But the important thing," said the wise old realtor,
"But the important thing," said the wise old realtor,
"But the important thing," said the consequence of the papers of the said of the sai

Mr. Hathaway signed Mrs. Hathaway sighe

### You Ain't Heard Nothing Yet!

Encine is a long way from Pinisk. I'm very glad about that. Things aren't so good in Pinisk these days, and lim very grateful to Papa Yocison for his good sense in leaving Hussia when I sense the Al Joleson off, star of the Kretchma Caviar Program with Aram Knachaturian. Or them again, I might not be the star of anything—I might just be a smeaman with a larger than the liver in the United States—but not everyone can be as happy that he liver in the United States—but not everyone can be as happy as the people who live, fore in Encine. This is the and this time I plan to stay. If the good enough for orenges it's good enough for meanse it's good enough for orenges it's good enough for meanse it's good enough for orenges it's good enough for meanse it's good enough for orenges it's good enough for orenges it's good enough for meanse it's good enough for orenges it's good enough for meanse it's good enough for meanse it's good enough for orenges it's good enough for meanse it's good enoug

won't go into that here. It's too personal. Too intimate, Besides it's all in my next picture.)

When I' did have to leave this wonderful little Valley town, Don Ameche moved into my house. Now I don't want to say anything near the little value to the little picture and little picture

If i ever am foolish enough to leave again I won't let a inventor take over my house. I'd rather see Borls Kar-iff move in. He's a nice, quiet, gentlemanily fellow and he worst he might do is leave a couple of stiffs in the

deep freeze.

But, as I said before, this time I plan to stay in Encino.
I have to think of what's best for my family now. All to the two small bables—one a boy and. Hater my wife. They like to see me show up at home every night, and Fer doesn't want to be a show business widow. She doesn't want to under the revenings reading Vanistr reviews to find out what town I'm playing it.

A Tough Decision

Though Mike Todd called me just the other night and asked if I'd appear in a big Sunday evening television show at the Winter Garden, I declined. The Winter Carden, I declined. The Winter Carden has a lot of memories for me and maybe. I draw that the winter carden has a lot of memories for me and maybe. I draw a consideration of the winter carden has been declined by the winter carden has been declined by

at night with your family, listening to the radio or wheteing television?

And it's doing me alot of good too. I feel like alid at times. Osera Levant would say it's my second child-hood, but he's just Jealous. He has windows and time on Desert Air lamps. Sick your head out of a window in Beverly Hills and you don't smell ornage blossoms. All you can smell is the latest picture of the movie producer who lives next door.

The word of the mode of the mode has been done in Beverly Hills and you don't smell ornage blossoms. All you can smell is the latest picture of the movie producer who lives next door.

The word of the mode of the mode of the summer I'm about three parts Joison and seven agree the summer I'm about three parts Joison and seven agree the summer I'm about three parts Joison and seven energy than the two boys who write my radio program to Encino they brought juggage and rifles. Somehow they got the Idea we live in the wids. I trade to get them to take a swim in my pool, but Charlie gets his energy from looking at pictures in Esquire and Mannie thinks there's enough Villamin D in his Corona-Coronas and a Scotch Janoor was the succession of the look and can be seed with an aver-shundance.

enough Vilamin D in his Corona-Coronas and a Scotch
off-ashloned.

I know we all can't be hisses with an over-abundance
of know we all can't be hisses with an over-abundance
when I was a starting kild lint. Tour partly wick, and there
was another time when I had come back from oversas
after entertaining the troops when I couldn't leave a hospital bed for months, I know what it is to be terriby
sick, but there again, in my case things worked out, for
the best. If I hadn't been sick and needed an operal of
I'd never have enter Eze. She's a wonderful gain Indied,
one. Of course, it's easy for her—she used to be an X-ry
technician.

As Mayor of Encine I suppose I should come up

technician.

As Mayor of Enciso I suppose I should come up with some greaters are ungestioned in improving our some greaters are ungestioned to the property of the some greaters and the some greaters and when the rest of the world go by. I've seen Parls, London, Rome and the Riviera—they don't have the smell of orange blossoms and they don't have buttons that make the windows some and they don't have buttons that make the windows. Papa Volesion liked. Encito too, He hadn't been to London or Parls, but he had been to Pinsk. There are no orange blossoms there either. It's too bad. Perhaps fellows were more like Encino there wouldn't be the unrest we field today. We were more like Encino there wouldn't be the unrest we field today as the same sunshine comes down to each of us, and whether you have 10 acres or a 60-foot lot, the same sunshine comes down to each of us, and whether you have a 12-tube radio, or a 4-tuber, you can hear those new young erooners, Crosby and Vailee. We can all get us same benefits from this community. It's a small provide the same benefits from this community. It's a small provide your town it would only be that we set aside one day a week and play nothing but Al Jolson records. But maybe that's not a good idea—I wouldn't want the town to be come smaller than it is.

11

# SEE 1949 PRODUCTION HYP

### **Ouick** Deal

Screenwriter Earl S q u in che marched into producer Harold Descrés office and tossed two typewritten pages on his desk. "Here it. "Sire it." a quick deal." quick deal." quick deal." Robin held up a hand. "Not Pro du ct = Descre pieder." Renbin held up a hand. "Not produce the tront office is these days, Give debt to the control fice is these days, Give deals."



Thus commanded, producer Dex-ter read the two pages while Earl shakily smoked a cigaret; the scribe had been up all night getting his inspiration down on paper. Dexter finished the story. "If's a hell of a yarn," he admitted.

paper. Dexter finished the story-it's a hell of a yarn." he admitted. Squinch leaped about the pro-ducer's office with the abandon of a Nitinsky. "Just picture it on the state of the property of the pro-tains that it's a South American country. Bang! we start with a cousing flat fight between the hero and Juanta's brother. The hero and Juanta's brother. The hero on help his people. She says she'll wait for him. He comes back to help his people. She says she'll wait for him. He comes back to find that his sweetheart, little Juanta, has become the wife of the Juanta, has become the wife of the President of the whole country. The two-bit cafe singer is the First Lady of the land! And then at the end Juanta kills the General within Juanta kills the General

say, Harold?"
"Ilore it," said producer Dexter.
"But two pages! The front office
wants more than that for its money.
How long would it take you to whip
as little felled reteatment, say 40,
stuff on how Juanita offers Jaime
a big job with the General, like
her brother has, And build it up
more where he sells out his friends
to work with the General and
Juanita."

Juantiz. "All right," said Earl, who had been unemployed for seven months. "Ill make a quick deal to go on Ill make a quick deal to go on the control of the story of the control of the story of the control of the story on the control of the contr

and pocketed his check.

Squelched, Squinch went home
to work on "Heartless." A month
of hard work later, he brought in
a 52-page treatment to producer
Dester, who smacked his desk and
said, "This is it. Beautifully writen. I'll take it up with the front
office tomorrow. It'll be a quick
deal."

'Daily Variety' Tips Him Daily Variety Tips Him Happily, Earl went home to tell his wife Dorothy that in a mater of days she would be able to resume her painting lessons. However, the next morning he read in DAILY VARIETY: "Dester Out of DAILY VARIETY: "Dester Out of the phoned Dester at home. "The phoned Dester at home. "The Truth livek for both of us."

Two months later Earl got into

for both of us."

Two months later Earl got into an interesting golf game at Hill-crest with an interesting golf game at Hill-crest with an interesting man between to try to persuade his wife work to be a producer named Robin with the country to the country to

Robin to read. The next day he was in Robin's office, discussing the story with him.

it a quick deal."

Robin held up a hand. "Not yet," he enjoined. "You know how the front office is these days, Give em pages, pages. 52 lant enough. Bow about some more detail? For instance, the night Juanita sings at the General's party and flindman bim into marrying her. Lot exceed the control of the page of the control of the page of the control of the province of the control of the province of the control of the province of the control of the contr

brown, hull and expended the story Group and expended the story Group and expended the story Group at 18-25 page treatment on Robin Towne's desk, but Robin didn't even bother to pick it up. "Haven't you heard" he said sorrowfully to Earl. "The order just came through from the front office this morning. So morning the story printed books and nothing else. Shame, isn't it?"

Earl went home and faced his wife Dorothy. "Honey, I have twite book now."

Misear Table 19-11.

Missus Takes a Hint

Missas Takes a Hint
Mrs. Squinch took the hint and
got a job as secretary to a screen
writer more solvent than her
husband. Earl dug in. He attended
Burton Rölmes hectures on South
he spent months of reaearch at the
library, becoming the second greatest authority on south-of-the-border
music, polities and love making; he
town in quest of colordu characters
and speech. And mostly he wrote.
After two years, six months and
three weeks of unremitting foil, he
'Heartless', Heartless', Heartless',

### A Best Seller

A Best Seller

A year later "Hearttess" was published and zoomed to No. 1 bestseller, its heroise, Junita, being shalled as a wench who made searlett, Amber and Madame school girls and extremely shelter of ones, at that. Novelist earl squinch became a national figure of ones, at that. Novelist earl squinch became a mational figure at statersall vest and a look of hair down over one eye decorated book shop windows from coast to coast. Three governors, tates in which Earl had once lived briefly, asked him for endorsements reading, "It still lived in this state, I would time, a literary" figure was considered important enough to appear on billiboards advertising eigarets. At one of the numerous coctail

At one of the numerous cocktail At one of the numerous cocktail parties given to excreenwriter Squinch, he met an interesting man who turned out 10 be Ed Ingam, who had come to the party especially to 'meet Earl.' This pagest book you wrote,' Ed told Earl. 'Everybody tells me that. I want to buy it, personally.' Earl's level respect and the Earl's Earl's Everybody tells me that. I want to buy it, personally.' Earl's level respect "All Esh." to pay?" "How much o you want to pay?"

Ed named a stupendous sum.
"But," he added, "I'd like to know
what I'm buying. I never read the
book, haven't got the time, you
know, so could you maybe dash off
a two-page outline for me?"

a two-page outline for me?"

Two days later, Earl was in Ed Ingan's office, picking up his check for the story. "That two-page outline you wrote did the trick," the head man chuckled. "It told the whole story just like it would look on the screen."
"I wrote that outline."

"I wrote that outline four years ago," Earl said, "before I wrote the book."

"Too bad I didn't see it then," the head man said regretfully. "I sure would have grabbed it."

# 404 EEATURES

Slight jump in production over 1948 is in the cards for the new year, although talent needn't look for that pot of gold just because the lots are jumping. The economy campaign, still in full swing, has dashed all hopes of a killing in the take home pay department for any save the creme-de-la-creme of

Lensing hypo is indicated by product announcements, plus number of pictures that have received the Production Code Administra is total of 330 for the latter, compared with 321 at the end of Deember last year. That's a good indication that activity will continue at an accelerated pace in all studios in 1949.

Number of parts.

in 1949.

Number of pictures aimed for 1949 shooting, according to present plans, is '404. Many independent producers are vague about their plans, of necessity, Major lot prognostications, on the other hand, range all the way from Republic's 4 and Columbia's 50 to Metro's 22.

### STUDIOS PREP | Will Divorcement Tilt Scales In Distribs' Favor In '49

entire industry. While distribution toppers are fairly optimistic about the future. Vanarry's year-end survey, for the first time in seasons, finds then first time in seasons, finds then for them find the crystal ball slightly hazy, as evidenced by Metros alse veepee William F. Rodgers, who declares, "I haven't the slightly hazy, as evidenced by Metros alse veepee William F. Rodgers, who declares," I haven't the slightly hazy as evidenced by Metros and the slightly of pictures coming out of the slightly of pictures of the slightly years.

plans, of necessity, Major lot prognostications, on the other hadnange all the way from Republic's
34 and Columbia's 50 to Meiro's 22.

The Col figure includes indice
product, in addition to the station
and the columbia of the columbia of the columbia of the columbia
mode, and the columbia of the columbia
Mayer-Dore Schary figure okayed
in November by prexy Nicholas
Mayer-Dore Schary figure okayed
in November by prexy Nicholas
Mayer-Dore Schary figure okayed
in November by prexy Nicholas
Mayer-Dore Schary figure okayed
have been some the columbia of the columbia
Mayer-Dore Schary figure okayed
have been some the columbia of the columbia
Mayer-Dore Schary figure okayed
have been some the columbia of the columbia
Mayer-Dore Schary figure okayed
have been some the columbia
Mayer-Dore Schary figure okayed
have been some the columbia
have been some the columbia
have been some the schar figure okayed
have been some the columbia
have been some in November of the first state o

Film company sales managers ture that will stop good pictures look to 1949 as the year of the big from earning substantial amounts sets. With divorcement inevitable, of film rentals." He stresses it the foreign market still tied up in it was the property of the stress of the total state of the stress of the total state of the stress of the total state of the state of

said.

Univiersal sales veepee William A. Scully declared that "business will be just as good as the pictures we turn out," adding that right now they look pretty good." RKO sales veepee lobert shochte deverring that the many problems confronting the industry will keep everybody on his toes and thus "the intelligence that's always been an integral part of our industry problems." forth to solve those problems." As to the effect of divorcement on distribution, most of the dis-

### Indian Sign?

Universal sales veepee William A. Scully, questioned as to how the new year's business would shape up, declared that "it can only be as good as the

pictures."

As for the pictures, Scully said, "They always look pretty good when we see them at the studio—but when they get into the theatres, it's another question. Maybe something happens to them coming through Albuquerque."

trib toppers begged off with the plea that it's still anybody's guess. General belief, however, was that divorcement will benefit distribu-tion more than it will exhibition, despite its depriving the major companies from insured outlets for their product. One sales manages, this we made to be quoted, put it this we made to be quoted, put it who decli this way:

Competitive Markets

Competitive Markets

If likened distribution and exhibition the seale, declaring the scale in their than the scale in their than the scale in their favor. Divorcement, he pointed out, will open up competitive markets, and as a result there will be a shift in the scale's emphasis in favor of distribution, the scale of the scale o

### Now's the Time to Really Spend to Sell Films

By SIDNEY L. BERNSTEIN (British Erhibitor and Anglo-U. S. Film Prod

This condition, the same in Europe as in the States, is surely the natural, to-be-expected reversion to peace-time values in the equally

expected postwar economic ebb.

The jitters in production and distribution circles alike have not, however, been mitigated by foresight. As somebody recently remarked, "Now we can see the dif-ference between inflation and genius." We may all have known that business could not go on being as good as it was but, wise as monkeys, we did little about it. Success is such an easy habit and so soon becomes to seem a natural

Our elated illogic went even farther than in not planning for this inevitable waning of business. At the crest of the sellers' market, you will remember, when the pub you will remember, when the pub-lic was questieng up to come in at-any price, publicity budgets were at their bigsett, may or for and rent, we cut down on the window-dressing. Things aren't so good, we say, so the first thing to do is to cut down on publicity and ad-vertising. It doesn't seem to me to make sense.

London of us have, maybe, forgotten how.

The boom has boomeranged all right. The days of a money flush public, hungry for any sort of entertainment, have changed to those of hard-pressed peoples where the tecking until full, healthy want plenty of jam for their money.

Those Only Occasionals

Those Only Occasionals

We have to remember, too, that even now, in the 30th years down to the second of the second of the second of the adult public in the States and Britain see films the States and Britain see films one of these polential film-goers are within reach of theatres, but do not go because they have never been encouraged to form the habit. I cown friends. Check with them the number of films they have seen. Ask them why they do not seen they are the seen ask them when the seen ask them We have to remember, too, that even now, in the 30th year of the chartes are well in clearing the states and Britain see film to see for these sees are within reach of theatres, but do not go because they have near the states of the s

### Those 'Guests' (Strictly Sur-le-Cuff) Who Descend on Innocent NYers

By THYRA SAMTER WINSLOW

Of course I want more—and riches—out-of-town visitors.
They help every branch of the entertainment world. All
I ask—and surely that's asking little enough—is that they
don't visit me.



Of course I want more—and richem—out-of-town visitors. They Relp every branch of the entertainment world. They Relp every branch of the entertainment world and and they are as the control of the course of the cou

### A Cook's (French-Style) Tour

Yorker.

A Cook's (French-Style) Tour

If you are a perfect host, according to any oit of town visitor, all you are a perfect host, according to any oit of town visitor, all you are a perfect host, according to any oit of town visitor, all you have a considered to the country of the country

### Why Did You Have to Put THAT In?

By MAURICE ZOLOTOW=

By MAURICE ZOLOTOW

After some eight years of profiling Broadway luminaries for the Saturady Evening Post and other magazines, I am still constantly surprised by the unexpected reactions of the viclin to the piece after it has appeared in print and opposed to the stude to be a nor most of the other national magazines permit the subject to see in advance a copy of the profile.) Since in limning the portrait of a celebrity it is necessary to round out the realism because a copy of the profile. Since in limning the portrait of a celebrity it is necessary to round out the realism because a copy of the profile. Since in limning the portrait of a celebrity it is necessary to round out the realism because of the profile of the profile. The profile of th

A director felt uncomfortable about a reference to the ength of his nasal appendage.

Another director was unhappy about being described

Another dates.

Statin.

Frank Fay took a fairly rasping profile of himself in good spirit—but couldn't stand a mention of his false

good spirit—but couldn't stand a mention of his false teeth.
Lowell Thomas didn't like a reference to his height.
I think a certain generalization emerges from all these. In this certain generalization emerges from all these to a real or an imagined physical inferiority much more than a reference to a social trait or an unsavory incident in their past. Put an actress' real age in print and she'll hate you no matter how much you praise her looks, and sage and she'll swallow your sharpest observations with complacency. Say that a producer underpays his actors, that he is truel to dumb animals and loadtes children, that he has lied, cheated and connived in working his way upwards—and he'll be impressed by your honesty as tion his receding chin or premature baldness, and brother, you're really in bad.

I'm still wondering what she meant—if she meant anything.

I'm still wondering what she meant—If the meant anytime. We kee Yorkers never learn. We take people to
our own favorite small restaurants and they say, "What is
nuny little place. You save it's cleain? I can't cat food
like this—loo rich!" Or, "Oh, all those things to choose
from—I'm on a diel—there's much too much to eat?"
A friend of mine wanted to go to a rather important
have to pay for seats!" he sald, horrified. I, muttered
something about being glad to go on the second night.
'Oh, that wouldn't be any fun for me," he said. So he
ddn't go at all. He's a very rich man.
'Oh, that wouldn't be any fun for me," he said. So he
ddn't go at all. He's a very rich man.
or a couple from out of tom—worrying all of the nicest
press agents I knew. The guests were only moderately
grateful, explaining that they ddn't have much money—
couldn't have seen anything it? I hadn't heiped them out,
shows, they marched right to a broker's office and bought
them for themselves.

### The British Idea

The British Idea

English guests are the worst of all. They all fall back on the fact that they can't bring money from England, on the fact that they can't bring money from England, on the fact that they can't bring money from England, that care of them? A friend of mine invited an English take care of them? A friend of mine invited an English and to dinner at a grill—which he actually couldn't afford. The Englishman ordered soup and smoked salmon and the properties of the englishman ordered soup and smoked salmon and the properties of the English visitor ordered a curry, instead. From what I've long does It take for the pheasant?"

"Over an hour," said the understanding waiter. So the English visitor ordered a curry, instead. From what I've English visitor ordered a curry, instead. From what I've bene of our quant institutions—and fead them right to an Automat. They can get all they want to eat without ruin-and the end of the end o

But there's no law against any of them sending over or bringing a typical English gift, say a sweater or even a bringing at typical English gift, say a sweater or even a To out of towners. New Yorkers are good fellows with soft hearts, weak heads and strong bankrolis. And that's the thing weve got to put an end to. Bellewe it or not, fellow members of the Prevention of Cruelty to New Yorkers and the Could Against Guests—people from out of the city will be the Could Against Guests—people from out of the city will have been considered and any advice they may want they'll think we are mighty hard—but they'll respect us a whole lot more. And if the country of th

### a fable

by fred allen



once upon a time, at grauman's maitese temple in the ancient city of hollywood, there was held a studio preview, giant arc-lightis swept the welkin so that even god might know that of held the swept to held the swept of the temple was fraught with yokel, minions of the law, plying their trunchens, beat back the surge of shrieting the swept of the smilled about in their bagsy slacks and frowsy housedresses. In the grandstand, arcoss the road from the main mobodies had entered the swept when the eelebrities when the calcibrities when the audible eulogy and cheered itself, in the lobby of the temple the town circ cried ever a network, coast to coast, to inform those in distant parts of the land that surprise pleures, inc., was previewing its latest \$4,000,000 technicolor extravaganza "sombie in the outtouss."

color extravaganza "zombie in the outhouse."
while pandemonium mounted in the byways, inside grauman's maltese temple, surrounded by his liegemen, sat the see producer of surprise pictures, inc. the great state of the producer of surprise pictures, inc. the great weeks' notice, had coined his company's slogan "if it's a good picture—it's a surprise." the divinity that shaped leopoid lumpitis' end had done a brilliant job of landscaplesop to the surprise of the producer of the surprise of t

leopoid lumpit.

the picture's final scene, a veritable crescendo of technicolor which showed the zombie mating two rainbows, and added out. mammob letters filled the screen proclaiming this to be "a leopoid lumpit production." before the temple tapers could be kindled, leopoid lumpit bounced from his seat and, followed by his eternal swarm of lackeys, made for the door, once in the road outside of the temple, producer lumpit instantly became the rub of an admiring throng, voices filled the night.

miring throng, volces filled the night.

"zomble in the outbouse" will gross 10 million, 11," boomed a paunchy patrician from the front office. "you've done it sgain, 11," teched a buson script wench "you've done it sgain, 11," teched a buson script wench "those costumes you sketched for me will have adrian tweeting his hair out," added the wardrobe designer. "it's your hit, 11," loudly announced the director, "I ust followed your instructions."

"inine song blis," enhused the music writer, "i merely "nit will be notes as you whittled them to me in your office."

just followed your Instructions. "nine song hits" enhused the music writer, "i merely copied down the notes as you whistled them to me in your copied down the notes as you whistled them to me in your copied down the notes as you whistled them to me in your copied down the notes as you whistled them to me in your copied and the copied in the cameraman. "the first day on the set when you clot the camera away from me and started shooting those colors. It has been a supplied up a tall pleblan in white overalls, "terrifiel" "your technicolor, I.I.—the way you personally mixed those colors. Intal layender sun sinking behind those make the nile green salamander on his old rose stallion, superbi" each studio artisan, whose name had appeared on the screen, vigorously denied his part in the contriving of the masterplee and fought to bestow all credit on the screen, vigorously denied his part in the contriving of the masterplee and fought to bestow all credit on the screen, vigorously denied his part in the contriving of the masterplee and fought to bestow all credit on the screen, vigorously denied his part in the contriving of the masterplee and fought to bestow all credit on the screen, vigorously denied his part in the contriving of the masterplee and fought to be the work of the masterplee and fought to be the screen, vigorously denied his part in the contriving of the masterplee and fought to be the contribution of the screen and the screen a

the ground.
his body was found the next morning.
the producer was the last man seen with the writers,
the evidence was circumstantial, the verdict was murder,
the evidence was circumstantial, the verdict was murder,
the word of the control of the control of the control of the control
thus ends our fable.
the moral—a producer should never say a kind word to
a writer unless he has witnesses.

### Nightmare?

I did not write this story, nor do I know who did, but it's

a "cutte".

I had a strange thing happen to me last night. I fell asleep, and in my dream I found myself alone in a large ballroom with the most beauliful girl. I had ever seen. I walked right up to her, took her in my arms, then kissed her; then kissed her gadn. Atter five kisses I said to her: "Well, now what?" She said: "How do I know! I ky your dream?"

### **HAIL '49**

MANUAL BY HOWARD DIETZ



mark my words, we'll come back to the motor car yet.

1949 is the third anniversary of television. In the words of the first
wireless, what a change this hath wrought. The saloons are now crowded
and the old customers who can't find elbow room at the bar are pretty
sore about these noveau drinkers. Drinking is good for television.
After a few drinks the blurred image gets straightened out. And it's
kind of a test of drunkenness—it you can see anything clearly on the
screen, then poire drunk.

In a wavering world something about Variety remains firmly in place. It still makes its office in a store. We miss a lot of people— Jack Pulaski, Roy Chartier and Lou Rydell. They used to look so pretty in the window. I wonder if that window has ever been cleaned.

### Sime and Marcus

In the old days Sime Silverman was the boss, the wisest guy I ever not. He seemed to spend most of his time sitting in the Hunting Boom to the seemed to spend most of his time sitting in the Hunting Boom to the seemed to the s

amous amounts gamery vans year. Of course the biggest anniversary of all has to be M-G-M. In 1924 Marcus Loew and Nicholas Schenck decided to compete in real fashion with the majors by forming one big company out of three-little ones. They called it Metro-Goldwyn-Mayer and took a full page ad in VARIETY. You see the result.

But let's not dwell on M-G-M. Their anniversary is a round numb Let's take a bigger canvas, the industry itself. That's 52 years old right in the Vanistry 1949 spirit.

Well do I remember 1897 when Sixthord White standed 26 ameres. Well do I remember 1897 when Sixthord White standed 26 ameres. Park, chased by Harry K. Thaw, and clicked the shutters as he went. It was a painstain job. He tripped 72 times and ran out of band-aids. With blood streaming from every shin he staggered across the finish line in triumph, shouting "Dore Schary nous voilat".

If you go to Belmont, to this day you'll see the paddock where assault was housed just before he beat Phalanx in 1946.

But I told you not to get this old gaffer started on anniversaries.

### "You're Not As Young As You're Gonna Be!", Or A Picture Publicist's Self-Pen Talk

By MAURICE BERGMAN (Advertising Executive, Universal)

This is the age when one makes dimensional world feel shocked a cultivated effort to play juvenile parts despite his particular age. of the three dimensional world. One wakes up in the morning with low the determined resolution, not only bit to the determined resolution, not only bit to the tangible gives one a rest will to get younger.

You will not see that the state of the tangible gives one a control of the state of the tangible gives one a control of the state of

the determined resolution, not only look keep from aging, but with the resiliency that can be found in no several youngers. The control of the present of th

### Director Can't See Why Intra-Trade Spokesmen Give the Film Biz (And Themselves) a Hot Foot!

The only really disturbing thing about the current hubbub of accusation, uncertainty and calam

The only really disturbing thin boult the current hubbul of accusation, uncertainty in the control of the control of the control of the current of the curre

ture of our industry.

Intering though confused picture business seem to have an almost morbid proceupation with their have an almost morbid proceupation with their conflict recession. What recession? The worst I can set to date is a gradual readjustment scaling down from the all-time war period peaks. Mericans paid their way into film theatress last week. That isn't boxoffice hay. Extended, this means that every man, woman and child in the United States stends an average of one movie every two weeks, is that bad? break down, to weight, to predict, to reckon various break down, to weight, to predict, to reckon various average of one movie every two weeks. Is that bad?
It is a showman's natural instinct to analyze, to break down, to weigh, to predict, to recknow various break down, to weigh, to predict, to recknow various defect of the control of

off.

Some astonishingly well-known motion picture figures have even taken it on themselves to issue interviews and articles for public consumption in which they make unflattering references to general picture quality. This would be bad enough from any quarter. Coming from our own ball team, so to speak, it is well migh inexcussible.

Everytime some Gloomy Gus gives out with talk ke this, he is turning in a neat stiletto job on him-elf as well as on his trade brothers.

### Continuous Bad Press

Unfortunately such statements usually get a marked editorial interest from the lay press due largely to the fact that they originate with men prominently identified with picture-making. It is nesworthy- in the same sense that papers would play up a statement from a baseball club manager deriding his own team and fondly predicting that they will get the tar walioped out of them every time they step out on a ball diamond.

From the standpoint of news evaluation, a is sometimes worth more space than a boost

is sometimes worth more space than a boost. But from the industry's own standpoint, it is foolish to circulate, either through print or the spoken word, a lot of pessimistic rumors or alarming predictions which in the long run can only react to our harm. It discourates production plans, new plating a picture enterprise, and it certainly tends to make financing organizations heatlant about investments in future projects.

As a matter of fact the screen's future is bright. The shakedown cruise of readjustment from warme abnormal conditions to normal picture business and the production of children of the conditions to normal picture business of the conditions to normal picture business. The production of the conditions to normal picture business of the conditions to normal picture business of the conditions to normal picture business. The production of the production of the production of the picture business of the production of the prod

exhibiting disisters.

It has been commented by others that the public is now "shopping" for its picture entertainment. This is both natural and normal. Heavy boxeffice patronage for any and every thing that can be thrown together and put on a screen is abnormal. Good pictures will still get their share of the ticker of the properties of the pictures which, will feel, arterochment. feel retrenchment

ree: retrenenment.

In other words, so-called "shopping" will inevitably, result only in a steady industry-wide shift toward finer pictures. The long view of this tendency indicates a generally higher quality of screen entertainment, which is certainly not a discourag-

ing outlook.

The 'policy of paring expenses now in effect in most studios results of course in instances of personal misfortune but, after all, picture-making is a business involving heavy investments that must be protected. Every business on earth experiences

occasional economy waves, and none of them toler-ate foolish overhead expenses when they are not justified over a period of time:

sustined over a pende of these when they are not Changes are frequent and not always predictable. That is part of the fun of being in this game. We should not act like each minor transition period is the end of the world.

It has been a full to be the world of the pende of the world of the pende of the world of the pende of the pende of the world of the pende of the world of the pende of the world of the

If the time comes when we do have major in-dustry problems, even then we should keep it right in our own family.

Meanwhile I can't think of a nicer business than films, Can you?

### Chop \$75,000,000 Off Production

### That's Hollywood's 1949 Objective As Against \$300,000,000 Prod. Nut in '48

Lowering the boom remains the order of the day in Hollywood for 1949. Direct production costs and operating overhead are the targets in the drive to slash \$75,000,000 off last year's \$300,000,000 production nut. As a result, the total tab is expected to 25% less in the new year than it was in 1948.

be 25% less in the new year than it was in 1990. Pattern for the economy drive has already been well established. The campaign is aimed primarily at holding budgets down by pruning contract lists, keeping salaries, and story costs down to a college yell, and cutting corners on the technical end.

yell, and cutting corners on the technical end.
Feeling among studic excess is that it's not wise
to publicate economics still being effected, on the
theory that customers stay and extremellar that
costs have to be cut one-third because of the
removal of a foreign market that accounted for 33%
of the industry's revenue in former years. Domestie
bo. dip also has to be taken into consideration.

### Make 'Em at \$1,000,000

Budget-wise, average cost for the 366 pictures made here was \$1,040,000—down from the previous made here was \$1,040,000—down from the previous made here was \$1,040,000—down from the previous made \$1,000,000 were in the previous from the previous

actors and writers also continue. Talent hasn't been such as haky position on the Coast for years. Additionally, opinion time is finding a number of studio executive obes eliminated. Those toppers whose head with those of the ex-exes. New term thesp contracts are scareer than uranium, except for some low-salaried hopefuls, and these tyres have to be pretty high in the hot-stuff league before they can get a foothold. A total of 400 contract players was dropped by the solid players was dropped by the solid players, and the suppliers that the suppliers of the suppliers that the suppliers of the su

Saming to divyly the created a str. dring the gas 30% wage cul.

Other companies followed Goldwyn's lead, with Universal's William Goet taking a weekly cut of \$2,500, from \$5,000, and Nate Blumberg and J. \$2,500, from \$5,000, and Nate Blumberg and J. \$1,500,000 price to \$10,000,000. To get back to the actors, even the top freelancers are taking it on the chin. Where formerly they got \$100,000 and up per picture, the average is now \$50,000. Their deals more often than not include deferments on even more often than not include deferments on even deals of the strength of

originals are half of what was paid during the boom.

"Parts," and is story by now that writer contract lists are practically fail at most studies. Majority of the scripters, like the actors, are on pleture-to-opicture deals. A not-so-amusing sideline to this situation is the crack made by a national magazine story scout during a recent wisit to the Coast. It's always a sign that times are tough in the studies, he said, and the studies of the story of the

### Producer Minimizes B. O. Weight Of 'New Faces': Takes Years To Train Them and Build Up Values



Top Stars Come Up Slowly

Top Stars Come Up Slowly
All the top stars come up slowly,
All the top stars come up slowly,
All the top stars come up slowly,
and the star come up slowly,
been a neally promising career has
been a neally promising career has
been a new promise to the star overly
enthusiastic posterior and overly
enthusiastic posterior and the stellar role that was too exbeen with reasonable experience.

Even with reasonable experience
back of her, it still takes at least
five or six years for a player to
back of her, it still takes at least
five or six years for a player to
Back of her, it still takes at least
five or six years for a player to
Back of the public to a servepersonality takes years, a lot of
meny and ploud, sweat and tears.

More of the public to a servepersonality takes years, a lot of
meny and ploud, sweat and tears.

More of the public to a servepersonal transport of the server
between the public to a server

By JERRY WALD

One of Hollywood. Inewcomer; Olivia delfavilland, Bing fetishes is the repetitions over combined the protein of the provided of the provided of the protein of so-called seventers, because of so-called sevent

Jerry Wale

Jerry

Descriptions the Best Teacher | 1000 true years awaiting court required by the properties of the great power of the queens of the steeper of the great power of the queens of the steeper of the steeper of the great power of the queens of the steeper of the great power of the great power of the great power of the steeper of the steeper

which consequently a consequence of the consequence

### FOX MIDWEST, RKO SWAP HOUSES IN K. C.

Major theatre properties agreement between Fox Midwest agreement between Fox Midwest favorable ruling by the United States District Court in New York. Fox Midwest acquired the Orpheum, now operated by RKO, and the Mainstreet, dark Tarde had been in the works for about two years awaiting court rules.

Trade had been in the works for about two years awaiting court ruing, RKO will continue to operate the Orphoun, until remodelling of the Mainstreet is completed, under a lease agreement with Fox Bornest RKO now operates the Orphous RKO now operates and Warner Box, with a companion of the Compan



HOLIDAY GREETIN DIOSA COSTELLO

### Hollywood and the Slicks

Glamor Has Lost Its Glamor But Mags Still Strong For Film Folks If Given a McCoy Slant

By KAY CAMPBELL

Giamor has lost its glamor—for national magazines. It used to be the sultry sires, the Cinderellas, who, having shed their sackeloth but the sacket have the gitter between the sacket have th

ner workings of the industry. ner workings of the industry.

The sun has set on glamor. Its
rays now shine on technical subjects, on the film industry as a
legitimate business, and on players
as career men and women. Glorious Personalities no longer rate
caps. It's the off-the-backen-path
character who harvests the space

character who harvests the space of the property of the publicity departments. When magazines undertook to satisfy the curfosity of their reacters above the publicity of their reacters and their publicity of the publicity of the

that sounded over the screen col-pose.

The work the slice appearance of the process of the process should be a process that the process of the process of

By KAY CAMPBELL

Hollywood.

Is glamor—for Harry James turned out a yarn
It used to be her the control of the c

ourceors have edged out stars as of the control of

Fash Still Commersh

space in the sileks.

Fash Sill! Commersh

Fashion art has taken a turn for
the better—so far as studio publicity departments are concerned,
Not too long ago, when the econversion of the sile of t

just as the newarcels have influenced documentaries. Rollifelion, the content of the state of th

By SID GARFIELD

By SID GARFIELD

Doing Broadway column publicity for a movie company has its compensations. Digging data on many of mounts and the control of the control of

"Luncheon at Sardis" or Joe Franklin.

When we filmed "Saratogs Trunk," with Ingrid Bergman, some of us recalled that Edna since the present properties of the thing the thing the thing the character In question as "Rutherford Hayes Adler." Another Ferber Algonquin croop unruished literary ammunition. They'll tell you that Nessa Merita and the second that the secon

heroine 'Dalliss O'Mara' in her hes-seiling 'Se Big.'

And it doesn't end there, of course. Floyd Dell was supposed to have had Upton Sinclair in Man's Folly.' Ben Heesh could never deny all the rumors that he caricatured Marwell Bodenhein in 'Count Bruga.' Bodenhein in Count Bruga.' Seout Flügerald and Edmund Wilson played literary patty-cake with each other in Transport of the Country of the

Beautilul and Damned" and "The Crime in the Whister Room."

Another Warner film. "Devocation," was the sags of the scribbing Bronte sisters who ran up and down the best-selling lists of any state of the scribbing Bronte sisters who ran up and down the best-selling lists of any state of the scribbing Bronte sisters who ran up and down the best-selling lists of the limited that, given a little more insisted that, given a little more insisted that, given a little more real masterpieces for with some real masterpieces for with some real masterpieces for the more real masterpieces that several writers were cut down that several writers were cut down that several writers were cut down right stanks in the middle of what right stanks in the middle of what right stanks up that the middle of what proof on paper. Thackeray meyer Drood on paper. Thackeray meyer and the Brute." His paper and the paper of the

could say Mort Blumenstoot. I was seturying around to the Lambs Clüb for material on the late, golden-voiced Chauneey Olcott. And on Bernard Dunn and Bill Scanlon; Andrew Mack, Fiske O'Hara, J. K. Emmett, Alan Doone and the others. Oberti, I learned, was a first-Cluber and the context of th

Oleott was Jewish. When asked, he said:
"What difference does it miake? Can I sing, or can't I? Jew or Gentile, a man's religion is such a private staff it seems to me to or deny in public that you're one thing or the other. It simply with anybody's business hut your own. My mission in life is to entertain my people. I have no other." Its elsembower said practically the Elsembower said practically the Reynolds repears later, as Quentilm Reynolds repears later, as Quentilm Reynolds repears later, as Quentilm Elsembower sported in a recent Colleges of the control of the c

some thing years later, as Guertin Reynolds reported in a recent Coller's story.

You have the story without mentioning John McCormack.

You have the story without mentioning John McCormack.

John, himself, scored a great success in the filin, "Song in My contribute as bit to another movie. The role called for him to be seen usinging at a party whereupon his host and a guest stroll from the training and a party whereupon his host and a guest stroll from the training and a party whereupon his host and a guest stroll from the rushes in the projection room and a strong and the rushes in the projection room and additional strong and the strong and

Adopte, sand Cohen, O'Hara's of talking to his audience, either?

Joe Laurie, Jr., bless his ency-clopedic little heart, wrote "April Showers" for us and the vaudeville researching was facetic. Eithert Hubbard, we discovered, got our hubbard, we discovered to two-a-dayers, to with "Yaudeville performers are all heldren. They hever grow up. The Gods love them, for they discovered heldren. They have must have written about the acrobat who always elocated the early Palace hills, when audiences were hustling towards elocated the early Palace hills, when audiences were hustling towards straining gymnast. After half-adozen years, the acrobat went to his agent at the start of a new season and asked for more company. "Cant". Sandoved the agent.

season and asked for more com-plete time. "Can't," snapped the agent, "you need a new finish."
"New finish." screamed the turn-hler, "nobody's seen the old one

yet!"
I wish Warners would hurry up
and make the life stories of such
friends of mine as John Garfield,
Phil Silvers, press agent Eddie
Jaffe and Jaeger, the waiter in
Lindy's. Have I done research!

### Now Pix Must Pass 'Wiggle Test' to Get Sat. Mat Kid Dates

Cohan took his beloved dud to a swank Fifth Avenue cafe for in the swank Fifth Avenue cafe for interest for the swank Fifth Avenue cafe for in the swank Fifth Avenue cafe for interest for the swank Fifth Avenue cafe for intere Motion Picture Assn. of Ameri-

### Pictures Make Paragraphs Wanted: A Hollywood Abbey

Noted Author Urges Some Permanent Shrine for the Film Greats Akin to All the Other Arts

By RUPERT HUGHES

Holly wood.

It is high time that the motion picture people should hegin to take themselves, their art and their industry seriously. By "seriously," If mean, with statuary, memorials, pantheons and museums, acclaiming the high dignity which is due their living and their

is due their living and their dead.

There are statues and shrines to famous poets, painters, playwrights, actors, singers, commen and women in all fields of entertainment. But moving picture people are always either bragging or apologizing for the wong, things.

Say what you will of the details, the motion picture is one table. She motion picture is one table, the motion picture is one table, the motion picture is one and inducates of man's devising. When Will Rogers died I was

and influences of man's devising.

When Will Rogers died I was appointed chairman of the Chiffornia branch of the Will Rogers Memorial committee refused to honor him with a monument or anything of the sort.

I am ashamed to say that I raised only \$50,000 in California, almost entirely from Hollywood. The California, almost entirely from Hollywood. The should be spent here where Will spent his last years as a motion picture actor and an author. For a time he was a motion picture producer, of all things! Yet when it came to deciding what form the meteoristic control of the committee decided? One of them said that Will was a great "pibliosopher." While he was, of course, If you make up your own definition of "Philosopher."

if you make up your own definition of "Philosopher." this \$50,000 was devoid to endowing scholwell, \$50,000 was devoid to endowing scholwell, \$60,000 was devoid to endowing scholsophy in the universities here nieded. "Bloody
Murder! You'll have to do that over my dead body!"
And they did. I was trampled in the dust. I yoted
unanimously against it. The rest voted unanimously
against it. The rest voted unanimously
and the second of the second of the second
in out where the will Reger Scholar is restling or
studying. Then you can go see film or her. It is
are you can go see film or her. It is
are you can go see film or her. It is
are you can go see film or her. It is
are you can go see film or her. It is
are you can go see film or her. It is
are you can go see film or her. It is
are you can go see film or her. It is
are you have only to the proper selfing you can go see film or her. It is
are you have only to the more you.

It is a work of the you can go see film or her. It is
are you have only to will be you
have only to the more you.

It is not you have you have you
have only to the you
have you
hav

### D. W. Griffith

D. W. Griffith

When David Wark Griffith died, I persuaded Forest Lawn to offer him special ceremonies and a place of henor; but his will said that his hody should a place of henor; but his will said that his hody should rites celebrated in a funeral partor.

This city is a Mecca for tourists crazy to see a studio and a scene being shot. Our actors and actresses are mobhed and hruissed and almost stripped in the frency for autographs or sowenirs of their Numerous motion pleture figures are more widely known and more heloved than any other human heings in the world's history, not excluding your Negleons, Shakespeares, Alexanders the Great, Carsor Carbon and the stripped of the s

beings better—they are anonymous and overlooked in sculpture, painting, architecture and nomenclature. The painting is all the painting architecture and nomenclature, the painting is all the painting architecture and nomenclature. The painting is all the painting to blame. It is not for them to demand that other cities and nations put up visible tokens of their indehedness and their homes. But it is up to folly the brilliant men and heautiful women who have brought prosperity here and gone about the world like visiting angels, bringing love, laughter, beauty, when many years ago a Boston elergyman spoke of "that horrible Hollywood," nobody answered him by citing the horrors of Boston leteryman spoke of that horrible Hollywood, "nobody answered him by citing the horrors of Boston leteryman spoke of the horrors of Boston leteryman spoke of the horrors of Boston latery. Yesterday and tumperwise the Hollywood take it lying down? Sometimes I get pretty discouraged about Hollywood and the movies; and they are discouraging if you are looking for perfection in art and conducts, or place or period, and deal as frankly with the other end of the comparison as people do with us, we shall not come out so baddy. Sometimes I have been a supplied to the wonderful they were. But if you get closer looking the property of the playhouse, begin to look more and more. His

to them, they begin to look more and more like Mollywood.

The playhouses, for instance, were permitted to exist only on the wrong side of the river among the bawdy houses. And actors were classed with male prostitutes and the practicers of other lilegal activities. The highest figures in high society patronized them, but so they did the light ladies of the evening. But the contraction of t

Yet Shakespeare is perhaps the greatest name of all English names, and at his birthplace they have

a statue and a shrine and a memorial theatre. Pil-grims flock thither to pay homage as to a sacred city. Xet, if you are honest enough to admit it, Shakes-Xet, if you are honest enough to admit it, Shakes-Willemy W. and "Hamlet," not to mention Orson's Orsonian, "Macbeth") were nearly all of them taken from heat sellers changed beyond recognition, and from older plays that were re-adapted to the tastes of the time

of the time.

We are incessantly humiliated by the bad actions
of some of our good actors on the screen who are
such "bad actors" off it. But it has only recently
come out that "Gentle Will" Shakespeare had to be
put under bonds to keep him from cutting the throat
of a couple of other fellows who had promised to cut

That great playwright, "The Mighty Marlov as killed in a tavern brawl while trying to

was killed in a tavern brawl while trying to kill another man. another man another man to the state of the st

Shakespeare never saw an actress in a play of his; so the theatre was spared the scandals some of our Hollywood queens have developed for the delighted horror of the public. In Shakespeare's day the women roles were played by pretty boys. And we all know what can be accomplished in the way of gossip by pretty boys.

One of the very first actressee on the English Prince Rupert. It had some the mistress of Prince Rupert. It had sometimes claimed their lineal descendant; but there are a few gaps in the genealogy.

the genealogy.

Among the most frightful atrocities of Hollywood Among the most rightful atroctics of hollywood are the story conferences; the number of writers it takes to chop the life out of a boughten masterpiece, and to substitute whatever they can compromise on after days and nights of wrangling at the company's expense—not to mention the expense to the original

atter days and nights of wranging at the company atter days and nights of wranging at the company work of art.

But most of the Elizabethan plays were written or carpentered by gangs of hired playwrights whom the managers kept on small 'salaries and much liquor. The proof of a man's greatness in art is not the same night of a man's greatness in art is not the last of the same night they can give the same night they can give truth, beauty, excite-their millions. They can do it in a week. On the same night they can give truth, beauty, excite-ting, what not? to Eskimor, Zolus, Chinese, Javanese, Japanese, Senegambians, Hindus, Trurks, Europeans, North and South Americans, Australians—almost everybody but the Russalans. Hondus, Trurks, Europeans, North and South Americans, Australians—almost everybody but the Russalans. Hondus, Trurks, Europeans, North and South Americans, Australians—almost everybody but the Russalans, Hindus, Trurks, Europeans, North and South Americans, Australians—almost everybody but the Russalans.

It is a supplied to the supplied of a superior of the part of any race and clime.

Yet its producers and clime.

Yet its producers and clime.

Yet its producers and clime.

Yet the part of the part of the part of any race and clime.

Yet the producers and clime are the only universal language understood and responded to by the people of any race and clime.

Yet the producers and clime are the only universal language in other fields of art define "art" and "artists" so as to shut them out.

### Self-Styled Artists

Self-Styled Artists

The painter of some hideous "abstraction" calls bimself an artist because he puts both of a woman's eyes on the same side of her nose, and makes her face a study in drunken geometry. A self-styled poet, and the same side of her nose, and makes her face a study in drunken geometry. A self-styled poet, and the same side of her nose, and makes her face a study in drunken geometry. A self-styled poet, and the same side of her s

### Report to the Nation on Continuing Job Show Biz Is Doing for Disabled Vets

By ABE LASTFOGEL

16

This is a report on how Show it ruct a complete stage setting for in wards as well as in the audibusiness has started its longtime do of entertaining veterans of time to the Right' and prepared to the recommendation of t and the price of our view res.

Alcried to the anxiety that officials of the Veterans Administration felt when they heard that
USO-Camp Shows would pass out
of ceistence at the end of the year,
dustry, moving spontaneously and
dustry, moving spontaneously and
voluntarily, set up Veterans Hospital Camp Shows, Inc., in Septial Camp Shows, Inc., in Seption of the Camp Shows, Inc., in Space, Inc., in Seption of the Camp Shows, Inc., in SepInc., in Sep-

starding and any other access and their rehabilitation.

USO-Camp Shows' units played their last engagement Dec. 31, 1947. During he next three weeks a summy Rauch Harry Levine, Sidney Piermont, Dan Friendy and Harry Mayer—helped to recruit a seminal series of the seminal seri USO-Camp Shows' units played

patient comment left no doubt that they were among the finest companies that ever covered the hospitalists and they were among the finest companies that ever covered the hospitalists and the second of their tours, a new set of 10 shows were produced and went of the companies of

skits.
To extend hospital participation in the theatre even further, each hospital is provided with a set of plans which enable patients to con-

Circuit of 112 Hespitals
When our second scries of
shows, made up of 116 enterone of the control of the control
that they were to appear in 112
103. Most of them are slightly
that they were to appear in 102
(circuit. To the end of the year,
they have presented 684 auditorium performances before 217,
000 patients and 1,474 ward shows
To Hollywood.

before 64,468 bedfast men.

In Hollywood, meantime, the
Screen Actors Guild and the Hollywood Coordinating Committee
were moving to give meaning and
substance to a wartime resolution
declaring that entertainers would
never forget disabled veterans who
needed their services. When the
Screen Actors Guild proposed that Screen Actors Guild proposed that steps be taken to send screen and radio personalities out to the hos-pitals, the idea was warmly re-ceived. Film, radio and talent agency executives held a series of meetings that formulated plans to service all the hospitals in two 60-day periods—each spring and each fall.

service all the hospitals in two sed-appears of the second of the sed of the

ferent groups.'

ferent groups."

Summing up reports from all hospitals that we service, General hospitals that we service, General F. R. Kerr, the Veterans Adminisspecial services, recently told an Entertainment Industry funcheon in New York that "entertainment supplied by Veterans Hospital Camp Shows has become an indisputable part of hospital care:

Hosp Shows on Permanent Basis

Moss Suews on retrnanens passa;
While all this activity was going
on, Veterans Hospital Camp Shows
expanded its board of directors.
It now includes 42 men and
women, representing 27 organizations which comprise every group
active in Stafe, Screen and Radio
and Television. Behind this projcet is a completely united and coordinated industry.
From the first, the Entertain-



SELENA ROYLE



It is with great satisfaction that I recall some famous "firsts" in show business.

On Dec. 30, 1799, at the Federal theatre, Boston, one Graupner blacked his face and sang "The Negro Boy." This was the first blackface act in history.

Discrince act in distory.

The first ministrel show was produced at the Bowery amphitheater, N. Y., Feb. 6, 1843. It was "The Virginia Ministrels." Its members were Billy Whitlock, Dan Emmett, Dick Pelham and Frank

Brown.

The name "Yaudeville" was used for the first time in America by II. J. Sargent, at Weisiger's Used for the first time in America by II. J. Sargent, at Weisiger's Used to the first time in America by II. J. Sargent, at Weisiger's Cauded The Kiraify Trouge Included The Kiraify Trough States, Gus Williams, Will Carleston, Charles A. Williams, Will Carleston, Charles A. Williams, The Carleston States of the Carlest

Gus Williams wrote the first parody on a popular song. And published a book of jokes and parodies in 1902.

parodies in 1902.

The White Rats was organized in 1900 by Dave Montgomery, Fred Stone, Charles Mason, Tom Lewis, Sam Ryan, Mark Murphy, Sam Morton, James Dolan and George Fuller Golden, who borrowed the idea from the English club, "The Water Rats."

Water Rats.

Equity was organized May 26, 1913, by Albert Brunning, Charles Coburn, Frank Gillmore, Milton Sills, Grant Stewart and William Harcourt. It was an outgrowth of the Actors Society of America.

The Lambs Club was organized at Brown's chophouse (Brown was an actor) at his first place on 4th

McIntyre and Heath became artners in San Antonio, in 1874. Primrose and West joined liands in 1873 and first appeared with Simmons and Slocum's Minstress in Philadelphia.

The Rentz-Santly show was the first burlesque.

Television was first publicly in-

Television was first publicly in-roduced at Proctor's theaire, Schenectady, N. Y. May 22, 1930, by Dr. E. E. W. Alexanderson, the Comparation of the Comparation of the trick of the Comparation of the first published review of a film was in Vantery Jan. 19, First published review of a film vas in Vantery Jan. 19, The Lite of a Cowboy." Three were no credits for the authon, producer and director, or the Electric lists were first used Electric lists, were first used

producer and director, or the actors.
Electric lights were first used to light a theatre at Harry hill's to light as the l

1770.
William Austin, of Austin and Stone, Boston, coined and first used "nickeloden" after his split with Stone. He opened it on Scolay Square, near Austin and Stone's Museum, Boston.
I all his Heat Austin and Stone's Museum, Boston.

last was on 14th street near Third avenue.

The first matinee ever given in The first matinee ever given in The first matinee ever given in The Mount Ver the Carlon of the First summer than the Arman of the First summer the Carlon of Summer the Carlon of Summer the Summer than the Summ

Garden.

The first American circus began at Somers, N. Y., when Hackailan allow exhibited "BET," the first Balley exhibited "BET," the first Balley exhibited "BET," the first Balley exhibited by the first Balley exhi



PETE SMITH

Whose "Specialties" were again voted Number One in live action field of short subjects by exhibitor readers of "Fame Magazine" and "Showmen's Trade Review" for the sixth consecutive year.

### Small Making Special Teletrailer for 'Magic' In Experimental Form

Edward Small Is making a special five-minus learning to extend into a 14-minute trailer. Decision rests on whether it's possible to make a dramatic presentation in the longer length without divulging the unusual plot of the Orson Welles-Nancy Guild starret filmed in Rome under the original minute in the property of the start will be turned automatical advertision.

little of "Gagliostro."
Trailer will be turned out on an advertising scale, more or less as a consistency of the scale, more or less as a consistency of the scale, more of the scale, more consistency of the scale, and the scale of the scal

### COURT OKS WINDUP OF RKO-20TH'S K.C. POOL

Windup of an RKO-20th-Fox pool operation of two first-runs in Kansas City has been approved by the New York federal court. the New York federal court. Order permits RKO to turn over its 50% interest in the Orpheum to Fox-Kansas City, subsid of Na-tional Theatres. In return, the NT circuit is surrendering its half in-terest in the Main Street theatre

to RKO.

Under the agreement, both houses will be operated as first-runs. Government gave its preliminary consent to the breakup.

### U Reabsorbs 16m Dept. To Protect 35m Opposish

To Protect 35m Opposish

After a two-year trial-run in the
Line and the trial-run in the
Line and trial-run in the
Lin

### Pix Express Rates Up

Washington. Rail express rates for films and Rail express rates for films and theatre equipment will go up un-der new Interstate Compression of Commission rates. Commission rates. Commission rates. Commission rates are being brought up to the levels in the west. This means increases per 100 lbs. from 1c to 99c on various tariff schedules.

# Ride high with U-I's

PARADE OF SHOWMANSHIP HITS!

ROGUES'
REGIMENT
OF THE FRENCH FOREIGN LEGON

THE BLOOD

The Countess

Countess of Monte Cristo

LARCENY

Live Today for Tomorrow

One Touch

of VENUS MEXICAN

THE SAXON CHARM

For the Love of Mary

TURN PAGE FOR COMING RELEASES..



R 1949

Universal-International presents James FONTAINE

in you Goven Stay Mappy .... EDDIE ALBERT: ROLAND YOUNG WILLARD PARKER: PERCY KILBRIDE

Universal-International presents CLAUDETTE COLBERT FRED MACMURRAY

MILY HONEYMOON



MIR JUTINOUN • TIAL IIIE WILLIAMIEL • UTILLE VILLED

Screenplay by DANK LUSSIER • Based on the novel by Homes Croy

Directed by CLNIDE BINYON • Produced by JOHN BECK and Z. WAYNE GRIFFIN



Universal International presents

LANCASTER · De CARLO · DURYEA

Mark Hellinger's choice to follow his

"The Killers" and "The Naked City."

Directed by ROBERT SIODMAK Produced by MICHEL KRAIKE



Universal-International presents

HOWARD BLYTH · DUFF · BRENT

in Zane Grey's \_

RED CANYON Color by Technicolor

with Edgar Buchanan · Jane Darwell

Screenplay by Maurice Geraghty • Based on the novel "Wildfire" by Zane Grey • Directed by George Sherman Produced by LEONARD GOLDSTEIN

Universal-International presents

THE LIFE OF RILEY

WILLIAM BENDIX as Riley

An Irving Brecher Production with JAMES GLEASON . BILL GOODWIN BEULAH BONDI · RICHARD LONG and "DIGGER O'DELL" (John Brown)

> Written and Directed by IRVING BRECHER

Universal-International presents

with STEPHEN MCNALLY

BARBARA WHITING . SUE ENGLAND And Introducing "THE DUKES"

Screenplay by Maxwell Shane and Dennis Cooper • Adapted by Irving Shulman from his novel. "The Amboy Dukes" • Produced and Directed by MAXWELL SHANE





Universal-International presents

DOUGLAS FAIRBANKS, JR. The FIGHTING O'FLYNN

co-starring HELENA CARTER · RICHARD GREENE

with PATRICIA MEDINA





### 43 YEARS OF VARIET HER MOTION PICTURE HAS RECEIVED SUCH ACCI

LIFE MAGAZINE soid: "A work of genius both overpowering and comprehensible ... pictorial magnifi-cence." LOOK MAGAZINE soid: "One of the streen's most exciting experiences." TIME MAGAZINE soid: "The screen is indeed adequate to Shakespeare at his greatest... and Director-Actor Olivier's Hamlet is the proof." and across the country:

HEW YORK—ISTH WEEK

"Will be one of the great popular pictures of our time." — N. Y. Time
"A infraculous achievement."

N.Y. Daily News

DETROIT\_TH WEEK

One of the most thrilling en-tertainments of our time . . perhaps the best mavie we've ever seen." — Detroit Times

BOSTON-17 WEEKS

"A manumental achieve-ment" = Boson Herald
"One of the most impressive and ab-sorbing pictures of the century"

Boson Traveler

ATLANTA-6 WEEKS

"The best film in our time.

Atlanta Constitution

SAN FRANCISCO—9TH WEEK

"A film masterpiece of magn ficentstrength." - Sau Francisco Ecomin.

WASHINGTON, D. C. \_12TH WEEK

"Perhaps the greatest movie of all time." - Washington Star

LOS ANGELES-IITH WEEK

"Will receive the plaudits of the world," - Les Angeles Examiner "Epochal," -Los Angeles Times

CHICAGO TA WEEK

A new friumph in moviemaking. \* Chicago Louis Treasuration of
The most brillions, presentation of
Shekespace over to reach this streen.

\*\*Chicago Herald Abertain

PHILADELPHIA—TTH WEEK

"A 'Hamlet' to be treasured.

— Philadelphia Inquire

PITTSBURGH—10TH WEEK

"Probably the finest Hamlet of our time." — Pittsburgh Post-Gazette

CLEVELAND—IITH WEEK

"The greatest movie ever

A J. ARTHUR RANK ENTERPRISE

faurence Olivier presents

lamlef

by WILLIAM SHAKESPEARE

A TWO CITIES FILM

Under the management of Filippo Del Giudice.

Produced and Directed by LAURENCE OLIVIER

Released by Universal-International

SPONSORED BY THE THEATRE GUILD



# HOLLYWOOD ON A GLOBAL KIC

### WHITE MULE AND CALICO | RECORD LENSING | Some Majors Partially Solve Exhib

(Before I Came Down From the Mountain) By JULIAN T. ABELES

(Special Copyright Counsel to Loew's, 20th Century Fox and Universal Pictures)

(Special Copyright Coursel to Lose/s, 20th Century-For and Universal Pictures.)

(Special Copyright Coursel folk lived on a tract of wasteland outside Little Rock. With endiese effort they eked out half an existence to commission merchant, a disliked character in Little Rock. His charged them enough, and added the amount to his open mortgage on their properties and cross. Then he would take the cotton as it was picked, father sundry charges and deductions, a trivial balance might be reached that the new York of the control of

That same night, messes of caffish and greens with possum pie a-plenty, were relished by happy colored folk on a little tract of wasteland outside Little Rock—as their voices rose in thanks to the wasteland outside Line Lord and his Apostle.

### The Bad Apple

The Bad Apple

Our house in Little Rock was on a hill. There was a large walnut tree in the frontyard, facing the street below. My old donkey would tree in the frontyard, facing the street below. My old donkey would be tided in the facility of the street came a trapboard show. It was a hot afternoon. Down the street came a trapboard show. It was a hot afternoon. Down the street came a trapboard will be street to the facility of the street came a trapboard will be street to the facility of the street came at trapboard. The facility of the street came at the street came at trapboard will be street to the street came at the street came

### Pope Gregory of the Hills

It was October. Word of the plague spread through the mountains-compulsory book larnin. It was one cursed thing five generations of the mountain folk had been immune to, and they weren't for catching it now.

it now.

The sheriff and his men cautiously crept up a steep slope to a little mountain cabin. There were 18 of school age in the family will be a sheriff marchine to the control of the sheriff marched off the brood, he assured Maw and Paw he would have then back in June 1. December the school house burned down, so back the sheriff brought them. He left them at the foot of control of the contr

# SET FOR O'SEAS

By WHITNEY WILLIAMS

Hollywood

"The world ain't big no mo', ao mo' n' might be the theme song of hollywood producers, as they chant the trend which has become big business all on its own. Overseas-junketing for pictures has become nearly as common as a producer's trek to Santa Antia opening day, trek to Santa Antia opening day, they will be some the second of the sec

know.

Could be, of course, and there's no denying that picture-making not sold the course of the co

be used as a location size.

And if it appears a flock of films were actually made, that's nothing compared with what were talked about. Everybody had an idea and everybody was trying to make a deal. Comparatively few came through, of course.

deal. Comparatively few came through, of course,
The past year has seen considerable activity in Europe—England, Italy, Germany and France—but 1949 will see the far reaches of the earth seized upon by Hollywood producers for their shooting sites.

wood producers as sites.

Equatorial Africa is latest to sunder producers' eagle eyes, come under producers' eagle eyes, but there's also Japan, India, the Arctic. South American jungles likewise will see a Hollywood

safari.
This of producing units are set to proceed to about the same area in Africa. This area covers territory of headwaters of the Nile, and extends also to Mountains of the Moon.

Steenas also is solutional to the Merian C. Cooper and Ernest Schoedasck, those adventuring producer-cameramen of a generation also, who turnied out such classics and the second of the

ank Buck goes to same terri-(Continued on page 274)

# 'Collusion' By Nixing Auction Bidding

### Homolka for 'Lucasta'

Columnia set Jan. 10 starting date on "Anna Lucasia" and amnounced Oscar Homolka has been inked for the father role in Paulette Goddard starrer.

Irving Rapper will direct for producer Philip Yordan.

### 'Bad Boy' Opens Feb. 23 In 500 Spots; Variety Clubs to Share in Biz

Hollywood.
Paul Short's "Bad Boy," based on activities of Variety Club's Boys Ranch, will bow Feb. 22 in the 43 cities where Variety Club Tents are

Ranch, will bow Feb. 22 in the 43 cities where Variety Club Tents are to the control of the control of Paramount, National Theaty and Warner chains. Freem could be with the control of Paramount, National Theaty and Warner chains. Freem could be seen to the control of Paramount, National Theaty and Back. By Audie Murphy, who is starred in the film. Freemiers demands one will range the control of the control o

Vision to the care of physical handling to the care of physical handling to the care of th

### SAMSON' AT \$2,900,000, 600G UNDER BUDGET

Despite a series of mishaps, Cecil D. DeMille's "Samson and Dellial" was completed on scholar delucer's original budge. Get the delucer's original budge. Final audit revealed the saving. Total cost of "Samson" was fixed at \$2,900.000. Hollywoo

Steatily-mounting problem of entitle production of the partially colored by some majors—through the simple expedient of eliminating the bidding process wherever it looks as consistent of eliminating the bidding process wherever it looks as Since films are sold through bide only in competitive situations, the majors are still prohibited from sathing all their product to a single gain their product to a single exitib. As an alternative in those situations where exhibs have been found to be ganging up, consistent of the product between the two competing houses or else selling it, vis an ordinary deal, to whichever exhib will offer the window of the product between the two competing houses or else selling it, vis an ordinary deal, to whichever exhib will offer the bidding in that both exhibs have a chance at the same picture, doesn't entail the formal closed the actual bidding procedure. University of the actual bidding procedure.

doesn't entail the formal closed bids adhered to by the distribs in the actual bidding procedure. Un-der the system, a salesman con-tacts each exhib as soon as a pic-porting back to his branch man-ager who then sets the deal. Through that method, the exhibs have very little chance to get to-getter on terms, the eby giving the passing any collusion. Most instances of collusion have

passing any collusion. Most instances of collusion have come not from exhibitors offering practically he same terms for a st all. Competing exhibs have already given up the fidea of turning in similar bids, since one of them is always certain to get stuck the control of the c

### GIBRALTAR PLANS BIG ROCKY MT. EXPANSION

Gibraltar Enterprises, Denver, Cibraltar Enterprises, Charles over that 40 the case over the factor of the Rocky Mountain area, plans building at least four more houses and three drive-ins. Company recently opened new lim theatres, the 670-seat El Pasco and 680-seat Arco, both in Santa Fe. Remodeling s planned on other houses.

Drive-ins will be built at Casper, Wyo., another near Santa Fe, and one at Scottsbluff, Neb. Latter two will be 350-car ones.

Proposed 890-seat house at Silver City, N. M., will cost \$140,000. There will be 350 seats added in remodeling at Silco, Silver City.

remodeling at Silco, Silver City.

New 800-seater at Raton, N. M.,
will cost \$125,000. Building that
will house a theatre to replace the
will house at theatre to replace the
ready, and the house will be finready, and the house will be finished by spring. Plans have been
drawn for a 680-seat house at Socorro, N. M., to cost \$90,000, and a
\$185,000 remodel job on the Risito,
Leveland, Colo.

Loveland, Colo.

Company is remodeling the Valley, Fowler, recently purchased, and the Teton, Powell, Wyo.is getting a doubled seating capacity to 782. It also is facelifting the Riviera, Gering, Neb., and the Grove, Gering:

### Goldens' Comic Strip Pic

Goldens Comic DYIP I'C.
Edward A. Golden and son. Robert, have closed a deal with the
N. Y. Herald Tribune for film
rights to "Penny," curton strip
created by Harry Haenigsen and
syndicated to 85 papers. Production
to roll this winter, for release next
fall.
This is the second picture deal
closed by the Golden office within
the past few months. Previous film.
"Coulty of Presson," based on the
roundup, "As We See It." is also
scheduled for early 1949 production.



RICHARD HAYDN

in Release "MISS TATLOCK'S MILLIONS"

In Production "DEAR WIFE" 22

### PICTURES

### NOT A WASTED WORD

By JEROME WEIDMAN



Terence Willett, the distinguished novellst, sat at the Duncan Phyte desk in his Early American study and arred at his postwar typewrite. It was an electire machine and breen a selection of The Thursday Atternoon Book Club, but Willetts concentrated middle mass of the Willetts concentrated middle mass of the work of

action.

As a matter of fact, Willett's was not even datafile where the sheet of white the sheet of white the platen, he had given up using yellow copy paper for his first drafts horty after, he won, the Pultter Process was fixed on one of his several, handsome, leather-bound scrapbooks. It was propped against the chory pipe rack he had bought after his first movie sale. The scrapbook was open at a page on which was mounted a newspaper clippin, who had old he British rights to his second novel. The clipping was a review of willett's last book by Wymne Lawrence, the influential daily critic for the N. Y. Slade.

Willett's last passed was reviewed as for the sixth or

Willett's lips moved worriedly as, for the sixth or seventh time that morning, he read:

seventh time that morning, he read:
"It is deplorable that, in an age where only he who run
may properly he said to have the opportunity to read, a
novelist of Mr. Willet's podential sature and
novelist of Mr. Willet's podential sature
of the undisciplined and embarrassingly youthful ineptuces
of redundant verbiage; in point of actual fact, it is distinctly shocking that a writer with so much to recommend
until the property of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support of the property of the company
may be a support on the company
may be a support of the company
may be a support of the company
may be a support on the company
m

Terence Willett's troubled glance shifted, from Mr. Lawrence's stern rebuke, to the page in his typewriter on which the novelist had pecked out:

"Sne sat down beside her and took her hand in hers."

The sentence had looked all right a little while ago, before Willett, pausing to light his piep, had begun absently to thumb the scrappook and it hanf fallen open to Mr. Wynne Lawrence's review. The sentence on the Mr. Hammenhin bunder grant to the sentence of the words in the sentence of the words in the sentence had just written, crossed them all out, and wrote:

"She sat down beside her and took her and took proposed to the sentence he had just written, crossed them all out, and wrote:

"She sat down and to the sentence he had just written, crossed them all out, and wrote: "She sat down beside her and took her hand in hers."

She sat down and took her hand in hers.

"She sat down and took her hand in ners.

That brought the sentence down to nine words. Nothing could be more spare, more stripped, more leanly muscular than that. With a smile of satisfaction, Willett struck a match and brought it to the bowl of his pipe.

The smile of satisfaction started to fade and, just as it began to take on the unmistakable contours of a puzzled scowl. Terence Willett said. "Out!" The flame had reached the tender flesh of his thumb.

### Retake

He flung away the match, but the injured finger into his mouth, and frowned at the sentence. It was leaner, all right, but willlet found himself wondering what it meant. Who had taken whose hand? Uncasily, will the service of the sentence of the sentence

his mouth.

He did so now. Anyway, he tried to do so. The pipe clattered to the floor as Terence Willett uttered an exposive monosyllable that would have raised the Pulitzer Prize Committee's collective eyebrows: he had seized the pipe with lis burned thumb, on which an angry blister

was coming up.

Willett showed the thumb back into his mouth, kicked
the pips across the room and, using his left hand, he
brushed the tobacco crumbs from his lap. Willett did it
without tooking. His eyes, in which a bard, bringh glean
without tooking. His eyes, in which a bard, bringh glean
without tooking the control of the control of the control
without to the control of the control
with the control of the control
with the control of the control
with the con

without roballs, this eyes, in which a land, bright great renee's review. Richer, were fixed on Mr. Wynne Lawrence's review.
From the mounted clipping, Willett turned back to Resentence he had just rewritten. His hip-slightly compressed, moved stiffly as he counted. 2 to revised sentence he had just rewritten. His hip-slightly compressed, moved stiffly as he counted. 2 to revised sentence had been stiffly as he counted. 2 to revised sentence had been stiffly as he counted. 3 to revised sentence had been stiffly as he counted with the counter of his laboration of the had been stiffly sometimed as a strength of the s Terence Willett's injured thumb brushed across the space bar. Ad once, even as he winced with pain, the silent motor sprang into treawed life. The carriage, moving the property of the proper

tering itself and approximately \$200 worth of laboriously broken-in, straight grain briar.

tering itself and approximately \$200 worth of laboriously broken-in, straight grain, briat, "bound delicately at the such in his burned thumb, probing delicately at the lump rising on his bruised penule, hinking his eyes with the probing the probing delicately at the lump rising on his bruised penule, hinking his eyes will be the best of the probing the delicated with the lay. "What on earth are you doing there's mind." Terence Willett said doing here? "Never mind." Terence Willett said doing here? "Never mind." Terence Willett said doing here? "Struggled to his came, and I wanted to show you Wyme Lawrence's review of that novel everybody was taking about at dinner the other night." his wife said, holding out a folded back copy of the N. Y. Blade. "I thought you will be the probing the probing his delicated his common to the probing with the his other hand, and read." It is a matter for relocing that, at long last, a writer has come forward who, each disregarding that irritaring the probing his prob

### For Laughing Out Loud By PAUL GERARD SMITH

You are listening to a guy who has been an active ingredient in two wars. From each one he came home to what intellectual people call an "aftermath."

Each of the aftermaths was peculiarly similar in most details—same beefs—same investigations—same housing -same high prices-same haste to unsoldier one's self and start in pursuit of the elusive buck. But there was one big difference. .

At the end of the first war I returned to find a nation of laughing people, happy because the clambake was over. The universal slogan seemed to be, "Whoopee—Let's go!" And to add to the general don't-give-a-damn-and-to-hell-And to add to the general don't-give-a-damp-and-to-heli-with-tombrow spirit that prevailed, we went for one of the funniest gags ever pulled Prohibition. It was a daffy time. People did daffy hings, Brothery was abuze with great shows the fundamental properties abuze with great shows the indicated it by laughing at the sightest house—eight out loud, in front of everybody. The laugh-ters sounded good and it spread all owar and made it a gay and happy time indeed.

and nappy time indeed.

But on my return from this last and more recent mistake, I found a different setup. No laughter. Whispers,
suspicions, finger-pointings, chips-on-shoulders, but no
laughter, It had been replaced by a thing called "fear."

suspicions, finger-pointings, chips-on-shoulders, but no laughter, it had been replaced by a thing called "fear." Yes, sir, folks are seared to laugh. It flure instantly becomes highly sensitive, and insisted of joining in as here-torce, he becomes suspicious that your laughter is directed at him, personally; that you have gone out of your way to pick him out of the crowd to rifducile. The chances the same of t

### Everybody Too Self-Conscious?

We used to go round looking for laughs. Nowadays it appears folks go round looking for something to get sore about.

about.

Some years back there was in Santa Monica Canyon a club. It was called the Uplifters club. Its membership was mainly twoons, magnates, millionaires, landed gentry, counsellors-at-law, the judiciary and legal brains of Los Angeles. They banded together was back where—a small was the same that they are the same than the same that the same that the club grew until it took over enough acreage in Rustic Canyon so that the ultra mob could play polo at one end and the results had to be sent to the clubons by pony express. And when they got there nobody gave a dame of the country of t

Each year we had an outing. Nowadays it would be called a blitz. It lasted for three days.

Yes, for 362 days-363 in leap year-these Southern

### How Long Can They Be?

(Historical Novels Over 1,000 Pages Long Should Be Declared Out of Bounds!)

### By BENNETT CERF

By BENNETT CERF

House. Finiterbes was a newlist who brought joy to frustrated housewives, children of citist, and book-cub proprietors with his standardized, sexiden historical normances in the best bust-and-bottom manner. "The Blade of Sir Balterskite" was 1,007 pages 1000. The Blade of Sir Balterskite" was 1,007 pages 1000. The Blade of Sir Balterskite" was 1,007 pages 1000. The Blade of Sir Bust-and-bottom manner. "The Blade of Sir Blades" and the thought of the Blades of Sir Blades of the Blades of Sir Blades of the Blades of the Blades of the Sir Blades of t

"Do you know what it costs to produce a book of this length today?" blustered the publisher. "We'd have to project it at \$8 a copy to break even. It it's ever filmed, they'll have to serve free lunches and dinners to autoffence who want to see it through. It think our edited better cut it a bit. Nothing serious, you understand—just 600 or 700 pased to the serve filmed, and the serve filmed to the se

the mail ave seconds of play.

"Not a word comes out." he shrieked. "Editors always want to mutilate masterpleces. They hate great authors like me because we represent what they'd like to be themselves. I refuse to be crucified to salve the ego of some disappointed Dostopvesky. They' didn't cut "The Brulters Karamanov,' and you're not going to cut 'Naked in King Charles Court."

in King Charles Court."

Editor Bilwess, the advertising manager, and the publisher himself pleaded for cuts until they were blue in the face, and florace Flutterbee asked meaningfully for ground the publisher. "Your book will go to press with very last comma intact." "And every last clother," added Bilvens under his breath. Flutterbee departed with an of thimping and a dimer date with the new blooke and the command of the

air of triumph and a dinner date with the new blonde receptionist.

There is only one thing to add to this story. "Naked in King Charles' Court" was duly published and distributed to the 4,000,000 members of the God-Forbid-You-Should-Have-to-Think Book Club. Editor Bilwens kept his feelings in check until he read the review by Edmund Orville Bazoom in the New Amsterdam Magazine. "Flutterbeek Editor have the Wester of the Court of

Editor Blivens walked quietly into the bathroom and cut his throat

California gentry carried on in their businesslike Peck-sniffian and Babbitty way. Then for three days they ad-journed-to the canyon, where they put on old (clottes, let-their hair down and each one became a Ritz Brother. Mayhen and hokum reigned supreme. One year I we tractors the suprementation of the property of the control of the audience down with a fire hose. One year two tractors to be a property of the property of the person of Fred Los Angeles Friet and left Julie; in the person of Fred Santley, dangling from a sycamore tree.

### He's the Kid That Started It

And then Hitler walked into Czechoslovakia. The members began to wonder about each other's birthplace; they began to whisper about the other fellow's politics.

Don't go down looking for the Uplifters club any more. There's a name and a building still there. But there hasn't been a laugh in the grove since-the Mad Mustacle work that the best's. The wind has a melancholy sound as it soughs through the trees.

Laughing suddenly went out of style. You mustn't chuckle any more, same as ladies are old hat if their knees show. It has effected everything, but mainly the theatre

Today to be acceptable to the general modern Today to be acceptable to the general modern crowd, a play must be specopathically incomprehensible. It must concern prostitution, juvenile pregnancy, black market fathers, frustrated mothers, oppressed minorities, sadism, masochism, sex in reverse or people who dream in Technicolor, or it is not highly recommended. If it provides laughter it is undignified, unserious, crass, vuigar, ours and amone who admits liking it nominates himself-and and amone who. It is has a simple story about people and ordinate things, and it can be understood—it stinks.

We'll get over it. You can't keep a good laugh down. People are looking for them, but when they find them they're ashamed to use them. They label themselves

tney re assamed to use them. They label themserve towbrows. I saugh in time ear work mincles. Mussalin took his first step towards the garage, where they huns him upside down when he put on that little Ethiopian. King's coat of Lion Skin and had his picture took. It showed him up for the clown he was and the laugh. If Hitler's suspenders had busted while he was dancing around the Surrender Cari not never the war would have ended in a wow.

If the suspenders had busted while he was dancing around the Surrender Cari not never the war would have ended in a wow. We he hiscups while in the midst of a Virtiolic speech, you can write Russia off that second. If we had more belly laughs we'd have fewer uleas and heart conditions. When people ain't airraid to laugh they ain't airraid or nothin'. Some day soon laured for enjoyment you don't have to pay taxes on. Besides laughing is a Godlike quality. The Creator must have a sense of humor. He created the greatest collection of think each of us its something to laugh at, you're blind, dumb, egolistical or guilty'e of personal discrimination.

It's high time we got next to ourselves, for laughing out out.

## The Wilder Days of the Silents

By MIKE CONNOLLY

Bob Daniels went speed girl, "like to shall be a seed in galletiers and he had to protect her."

Bebe Daniels went speeding fing letters and he had to protect her.

The year was 1921. The star bird bath, fish pond, swimming pool to sab her, as publicity sturf to hath, fish pond, swimming pool to sab her, as publicity sturf for Harbolt LiGod toppen doubleter to hath her as a publicity sturf for Harbolt LiGod toppen doubleter to help the star being released by the star being re

namoura. The Speed Girl, in inatiling an electric waterfall with in permaneura. The Speed Girl, in inatiling an electric waterfall with in permaneura. The Speed Girl, in inatiling an electric waterfall with in being released by Part that year. The permaneura is the permaneura of th

in the hills of Hollywood as Ingrid Bergman in a seven-day western. And then, all of a sudden, stories sturted to appear that the sudden, stories sturted to appear the sudden of the citizens. Overnight the hooligans became burghers and squires, and Times and Life appeared on the scene to expose as phony the pub-licity stunts that previously had been taken as gospel by the avid

Pix and Politics

Those were the days when you tonght over the plates with he low tonght over the plates with he low of the Republican Central Committee and a frequent White House visitor, in addition to being deputy fire warden of Reverly IIIIs, conjustice and a frequent white House best in troot of the Vine Street Brown Derby, Gilbert got himself best in front of the Vine Street Brown Derby, Gilbert got himself as 10-day street in the Bewerly HIIIs lall when he showed up ho body and forgot who it was. When Mayer got him released after 24 hours he still couldn't remember what his beef was.

When the was the street w News-Wise Stars

The purpose of this story isn't to disparage today's glamor list. There are still plenty of stars who know inow to be their own best press agents of the press agents. The press agents of the press agents of the press agents of the press agents of the press of the press of the press agents of the press agents of the press of

FLASHBACK Anim PLASHBACK
Condition supports an experience of the condition of the co

### Some Wild Publicity Escapades In Hollywood Today Owes Plenty To The Pioneer Picture Publicists

spokesman, the subject of the dy-maintic-laden whiche was "The Ciansman" which, in its stage form, had appeared at the Mason Opera House not so long before, without causing any bloodshed whatever. As the delegation de-parted, the stringy young man handed cach member a \$5 bill and a few hours later a sign went up Chief of Police."

at the theatre, "Closed by the Chief of Police" of Police.

This was the first publicity stunt where puiled in behalf of a Tollyle was Bill Kecfe, eristwhile Los Angeles reporter, now publicizing D. W. Griffith's masterpieces, As produced to the control order, now publicizing D. W. Griffith's masterpieces, As produced to the control order, went on exhibition the following night, by earne known later as "The Birth of a Nation," but Bill leave the strength of the communities. The strength of the communities. So far as a know, it from them on, the movies were on their way.

There has never in the history

hours he still couldn't remember with this beef way.

The pointing the exhibitionism of the films, or the theatre, been press representatives and their the era, Wilson Mizner said. A such as buildup of a star as that did trip through a sewer in a glass-bottom boat."

Then came the morals clauses. On second thought, maybe our Vishnu; table breathed in mysticism. On second thought, maybe our Vishnu; table breathed incenses, the press representatives and their trip through a sewer in the few transparent pressurements as a single trip through a sewer in the few transparent pressurements as a single trip through a sewer in the few transparents as a set and their vay.

The came the morth of Santa Monica Canthurs are the few transparents as a set and their vay.

The came the morth of Santa Monica Canthurs are the few transparents as a set and their vay.

The came the morth of Santa Monica Canthurs are the few transparents as a set and their vay.

The came the morth of Santa Monica Canthurs are the few transparents as a set and their transparents as a set and their transparents are a set and their vay.

The came the mouth of Santa Monica Canthurs are a set and their transparents are a set and their transparent

Hollywood.

One day early in the year 1915, a fall young man followed by a half dozen dignified, solone the presence by the salamaing Al 15 a day way back in 1911. Dick a fall young man followed by a half dozen dignified, solone the presence by the salamaing Al 15 a day way back in 1911. Dick a fall young man followed by a half dozen dignified, solone the presence of the presence

### Griffith's Pacemaker

Griffith's Facemaker

The great majority of Hollywood tab-thumpers and belitragers were demonstrated by the second of the second

Two of the later recruits from the downtown papers were Howard Strickling and Harry Brand who are still going strong as heads of publicity for the most himportant observations of the downtown the same and derone Beatty. Howard was an office boy on the same saper and he joined bottom.

I had the Picksure of the same of the same and the same a

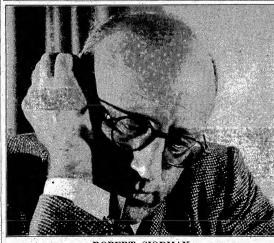
on the same paper and he joined the original Metro at really the bottom.

The pleasure of sharing in the pleasure of sharing an office in downtown Los Anneles with Durling, there being no office in downtown the sharing in the protonogy Magazine. We both designed to the large of the protonogy of the pleasure of the protonogy of

### Schulberg, Stromberg, Et Al.

mount publicity ventures; Hal Wallis who aided the Warner Freres over many rough spots to say nothing of the two Bills, Pine and Thomas of a much later period.

Summing it all up, the change in motion picture publicity has paralleled that in the field of authorship. The brawling bravos of Grub Street have been succeeded by eminently respectable folk in the higher income brackets. With the change, naturally has gone some-thing of the old gusto. But did not William Shakespeare himself in his more mature years become a landed gentleman?



ROBERT SIODMAK

"Master of Mysteries" has to his credit "The Killers," "Dark Mirror," "Spiral Staircase," "Crisc Cross," "Cry of the City," and has just completed "The Great Sinner" for Metro-Goldwyn-Mayer.

### A Dog Is a Dog Is a Dog

By ASHTON STEVENS' WIREHAIR =

How'd I get this fumry name. Extra? Well, since all you had not desirated to forested valuable, where doesn tembers of our species meet after their short term on earth. I'll have tell the thing their short term on earth. I'll have tell the embarrassing truth.

I lapped up a log from the kennels to their car. I was mady six weeks old the day these good people adopted me and my eves were bigger than my kitdneys. And hastily on a street corner was sting purposes rather than ranging purposes, and said to our Mrs., "I guess that's his name—Extra."

Extra."

So I was stuck with the name throughout the 15 years
I lived with them down there, despite a registered pedilived with them down there, despite a registered pedigree which retrified my right to be called Tweed of Crescent and there was a time when it got me written up in
dog. And there was a time when it got me written up in
other columns than my Mr.'s, and even mentioned on the

other columns than my Mr.s, and symmetous cut of the day is got lost. That was the day it got lost. That was the day the world down there was momentarily expecting news that a second world War had started. But my Mrs. was more worried about me than about war. She about 12 miles was the children of the

That story got into several Chicago papers, and when next day poor, lost and half-starved me answered to his name, called out by a couple of cops in a square car and was by them del to the cops of t

### Mrs. Fiske and Me

Mrs. Fiske and Me
Another famous friend of pure land who was always
mighty nice to me was drs. Minnie Maddern Fiske. She
mighty nice to me was drs. Minnie Maddern Fiske. She
there is a second of the mean of the mean of the mean
for the fine things she had done for our kind, but I don't
mind telling you dogs that there were times when her
talk to my Mrs. sacrad me stiff everywhere but the tail.
That would be when Mrs. Fiske got going on something
I think was called Theosophy, or Metenyshood Mrs.
Transmignion of the mean of the mean of the mean
Transmignion of the mean of the mean of the mean
day on earth—I was afraid I'd wake up in some other
world and find myself a polecat, or a pound-man, or even
a newspaperman.

day on earth—I was afraid I'd wake up in some other world and find myself a polest, or a pound-nan, or even a newspaperman suppermant of the new polest polest and the suppermant of the new polest po

### Mr. Bushman and Mr. Hearst

For one reason or another that has never been satisfac-torily explained to my Mr. or me, Francis X. Bushman, a fabulous hero of the silent screen, was left high, dry and broke. He needed money, fast, and all he had left to sell were his famous Great Danes. He could think of only one purchaser worthy of owning these heautiful giants. He walked haif a mile to tell Mr. Hearst his need and offer him his dogs. Mr. Hearst said, "Mr. Bushman, I couldn't think of taking them away from you."

sums or taxing them away from you."

The jobless, moneyless actor trudged sadly home, wondering into whose strange hands his friends would fall. An
envelope from the publisher had preceded him. It contained a considerable cheque and a note which read, "I
hope the enclosed will enable the dogs to stay where they
belong."

nope the encises will enable the dogs to stay where they will be a supported by the control of t

### And Then There Was Mr. Woollcott

Dogs, I can't begin to name all the friends of our race who popped in and out of that little library, leaving laughter behind them and the warmth of their followship. One of the rarest of these was Mr. Alexander Wollcott, whose words more than those of any other author made mankind consistents of its solemn debt to the Seeing-Eye Dog. "Alec," as he was called by my Rr. and other old chums,

could give, or even take, his little joke on practically any subject.

subject. The exception was the subject of Dogs; he would laugh with a dog, but not about him. I'll never forget the after-noon Mr. Woolcolt sat overflowingly in my Mr.'s red leather chair and suggested to my Mr. that he forget his passion for the tribe known as Wire-Haired Foot Terrices and procure in offense to any Foot Terrices and procure in offense to any Foot Services and statistically barbored French Poodles.

those fantastically barbered French Poodles.

My Mr., after exchanging a namine squint of understanding with me, saids. Mr. Woolledt said between the said of the

"And no doubt," my Mr. laughed, "win a Poodlitzer

Prize:
But Mr. Woollcott, although himself a punster whose
playfulness with words had grieved the emboned for many
years, did not join my Mr. in laughter. He just looked
hurt. I hope the hurt was not permanent—but he never
produced the book.

produced the book.

Maybe Mr. Woolcott will tell me about it, if I ever see him again. And I have an uninstructed trust that I shall see him again. My dear Dogs, I have a belief that this place of happiness lies only halfway on the upward road to that Elysium where a good dog will again be the good companion of his Mr.

### Don't Worry About Tele-It's Only A Passing Fad That's Here to Stay

By HARRY RUBY

Hollywood.



When I was a young lad (which was so long ago that you can count the years on the fingers of both hands). I was giving a small but inexpensive dinner he was still of true and untrease the state of the

van vanceau. Said volimsky, after a sip of Java: "If you don't think radio is killing everything, taste this collection and the said of th

Pictures."

Much as I hate to, I must admit that the guy was right.

In a sleepy little town called Fnu, which nestles at the
foot of a hill 20 miles this side of Upper Tibet, there is
a movie theatre, a 60-seater, that's still showing Silent

### Cohan's Nifty

The same things that were said about Radio and the Talkies are now being said about the newest of the new-flaged gadester Felevision. "You got nothing to worry care the said of the said

home is a beautiful dame."

Now, I don't claim to be the smartest fellow in the world, unless I'm forced to, but I can't go along with the Mortimer Indexes who thinks that everything we've got is better than anything we're gonna get. Bucking in-corrollar track: you go along with it or you get run over, the property of the property o

It's like trying to stop a tidal wave with a tennia racket. I may be wrong there's always a first time), but, as to Television, I don't think it should be a source of worry to anyone—occupe those who are not in it. A true shydler with the state of the

### Flicker Flashbacks

Or the More Things Change the More They Are the Same, Especially in Hollywood

### By EZRA GOODMAN

The "ollywood of 35 years ago was not fundamentally different from the Hollywood of today. Of course, in that era you could buy a man's elegant; all-wool sult, man and the sulfate of the

papers a moment.

"Here are the plans of every fortress in Paris! This man is a notorious spy. He will be shot at daybreak. I thank you, and shall ask you to appear later at the caserne.

"Paula and Tom were left alone with the last of the tragedy. Paula had been purged clean of soul. She stood looking at the man who had come back for her.

Even now?' she asked, in a low voice. "Yes; now and always—my love is deeper than surface sears."

"Yes; now and always—my love is deeper than surface scars."
"Then he led her to the side of the deathbed, where she turned and wept on his breast. THE END."

It have been supported by the surface scars. The surface scars was the surface scars and surface scars and

### Those Interviews-Even Then!

Those Interviews—Even Then!

Screen personalities were giving out interviews and they were already discussing such fascinating subjects as whether they preferred the stage to the screen or vice versa and the fact that, if they were comedians, they interview as the fact that, if they were comedians, they interview as the screen or vice versa and the fact that, if they were communication he had received from a young ferminine film fan. He repled: "We do not answer questions about the relation he had received from a young ferminine film fan. He repled: "We do not answer questions about the relation had been as the screen as the screen as an asy: Are you married?" Most of them would not answer anyway, and if they did, half of the answers would be wrong. Again, we hink that a player has all if a player has not an about the service of the screen as the screen as a supplier property. We frequently state that so and so is married, but we down the screen as seek Information becomes public property. We frequently state that so and so is married, but we down as the screen as a sunder the screen as a sunder the screen as a service of the seek Information of this kind for the benefit of those who are so anxious for it. In most cases requests of this, kind come from young girls who become unduly intersied is the players."

A careless mistake I have noticed is as follows: Subtitle: 'Agness mistake I have noticed is as follows: Subtitle: 'Agness mistake I have noticed is as follows: Subtitle: 'Agness mistake I have noticed is a follows: Subtitle: 'Agness mistake I have noticed is a follows: Subtitle: 'Agness mistake I have noticed is a follows: Subtitle: 'Agness mistake I have noticed is a follows: Subtitle: 'Agness mistake I have noticed is a follows: Subtitle: 'Agness mistake I have noticed is a follows: Subtitle: 'Agness mistake I have noticed is a follows: Subtitle: 'Agness mistake I have noticed is a follows: Subtitle: 'Agness mistake I have noticed is a follows: Subtitle: 'Agness mistake I have noticed is a follows: Subt

### Ad Libs Under Fire

Ad Libs Under Fire

The two best ad-libs I ever heard came within a half-hour of sech other. Our USO unit was flying half-hour of sech other. Our USO unit was flying at hour to the property of the summer of 1944. We had been flying at about 16,000 feet and had to descend quite suddenly for reasons best known to the pilot. A Canadian solder, atting in the bucket seat on my fight that the ringing in mot eart annay you?"

After landing at Townsville and retueling, we piled back in the plane for our next takeoff. But the erweight of the pilot, we can be succeeded to the pilot of the pilot came out of the cocky, we can be succeeded as some pilot of the pilot came out of the cocky. The pilot came out of the cocky in succeeding the pilot came out of the cocky. "What is the helis the matter," he asked genfally. "In sorry, "Go on," said the pilot, "Sure iff! close; try it again." The sergeant tried it again. He strained like Samson but the results were fulle.

"You use, sir," said the pilot, "Sure iff! close; try it again." The sergeant tried it again. He strained like Samson but the results were fulle.

"You use, sir," said the sergeant, "that door is just mild the pilot." "Let me take a look" said the nilot."

"No use, sir," said the sergeant, "that door is just not going to close."
"Let me take a look," said 'the pilot.
He did. He looked long and earnestly, Finally he stood back.

ood back.

"Sergeant," he said, "don't say that door won't
se! That door's GOT to close. It's been approved
Good Housekeeping."

—Larry Adler

# Byeryone in the Motion Picture Industry should read this...

Ned Depinet

LOS ANGELES, CALIFORNIA TUESDAY, DECEMBER 7, 1948

Daily News

# \* Manchester Boddy One evening last week I am Tour Boddy

One evening last week I saw Samuel Goldwyn's latest production, "Enchantment," which is the screen version of Rumer Godden's great novel, "Take Three

The impulse that urges me to tell you about it overwhelms me every time I discover something that brings pleasure, relief or just plain happiness to hungry During the

During the grim days of depression we heard quite a lot about the tragedy of a lateration in the midst of plenty." We had in mind, of course, the lack of material things in a land that fairly overslowed with a potential plenty of food, cal man may live in comfort. Today. relativist.

Today, relatively speaking, we are physically well off. We eat more, wear more and better clothing, build more houses, mechanical gadgets to serve us than ever before in history.

In the midst of this "plenty," however, we find widespread "starvation" of a different sort. Even the most prosperous search vainly for something solid, real and durable to which they can tie; something that endures in a tense world that threatens to explode at any moment.

Without preaching, teaching or bombarding us with nerve-shattering racket, "Enchantment" shows us what that "something" is. And when we come to the end of the story we realize we have known it all along—for it is as old as The story has it.

The story has its beginning in the early years of our century and continues through the First and Second World Wars. I would like to think that the author, the producer, the director and the excellent cast set out to demonstrate, through the medium of the screenplay,

the fundamental truth that what we conceive, at the moment, to be "world shaking" events are, after all, short-lived and evanescent in terms of real life values.

But there is no evidence of conscious effort in this direction; on the contrary, the story, with the simplicity of true art, eloquently ignores war and its attending disasters and devotes itself to the portangle of the portangl

I hope the early release of "Enchants ment" will mark the beginning of a trend in the production of motion pictures toward a portrayal of fundamental human values as distinguished from the "escapament and novelty."

Each individual, it seems, reads a book, goes to the theater, attends a lecture, he cause he has an unsatisfied appetite. What is food for one may be poison for another. Some crave melotrana to officient of their own restricted lives; some seek philosophy, guidance and advice because they are confused and uncertain. Nearly everyone, in the depths of his innards, feels that he is a coward, it. Love-starved millions feast on synthetic romance.

If "Enchantment" were just another banquet—sumptuous though it may before the lovelorn, it would be worthwhile—but scarcely worthy of space in an editorial column devoted to the hard realities of our slap-bang world. But it is more than that. It is a beautiful realization of the soul-satisfying truth that, come what may in this tortured world of ours, love remains as the reason for existence; the only source of true happiness, and the most important influence in every life.

Dec. 7, 1948.

# WHERE DO THE CRO

Near All-Time Record For the Palace, New York!... 1400 seats

main floor, and balcony — 39,000 admissions first week, as pressing crowds made it necessary to open gallery over weekends. HELD FOR FIVE WEEKS!

### Two Top Weeks For The Boston,

Boston... with eager boxoffice lines stretching 'way around the corner from first show early in morning to last show late at night!

Block-long lines storm the Grand, in the heart of Chicago's

Loop!...Capacity crowds hour after hour all day long, to record a first week that saw 34,000 admissions sold for 1100 seat house. HELD FOR FOUR WEEKS1

THE LAST DAYS OF PO Both MERIAN C. COOPER PRODUCTIONS

# WDS COME FROM?

A great, big, sensational boxoffice bonanza has dropped right out
of the sky into the lap of a show business reeling
with amazement at the figures being rolled up!
... It's RKO's astounding double-header spectacle and action
show—a combination bill that OUTGROSSED TOP FIRST-RUN
PICTURES ON BROADWAY, IN THE LOOP AND DOWNTOWN BOSTON!
So sensational are the returns that "The Showmanship Company" is
turning its staff upside down to get it to you in a hurry!...
Contact your nearest RKO Exchange for availability of the biggest quick-money
chance you've had in recent show history!



MPE 1" and H. RIDER "SHE" HAGGARD'S SHE

**WRITING NEW BOXOFFICE HISTORY!** 



# Everybody Will Be Talking About...

The one picture in a thousand that's DIFFERENT. Yes, so different, so unusual, so compelling as to mark a new milestone in screen entertainment!

A DORE SCHARY Presentation

# THE BOY WITH GREEN HAIR

COLOR BY TECHNICOLOR

PAT O'BRIEN - ROBERT RYAN - BARBARA HALE and DEAN STOCKWELL

Produced by STEPHEN AMES Directed by JOSEPH LOSEY

Screen Play by Ben Barzman and Alfred Lewis Levit

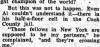


### A Reporter's Memories

From Capone to Insull to 'Caliban and Ariel' (Which the Chi Herald American's Crack Newsman Coined)

### By NATE GROSS

Now I wonder what would have happened if Al Caponhad been able to get that fight with Jack Shartey for his pal Mickey Walker. Would the "toy buildog" have become the heavyweight champion of the world?



me."

By partners he meant the ruling half-world clique that dominated the nation's boxing business.

There were many things the Big Fellow din't understand-and while he had partial freedom of the jail, even under the .watchful eyes of United States marshais, he really couldn't operate.

"It noily was out of here I could get things done," he

Thus the vast underworld power that was his, began o slip, even before Atlanta, Alcatraz and Terminal

railed.

Thus the vast underworld power that was his, began to ally, even before Atlanta, Alcatrar and Terminal and the property of the proper

Yes, Al even became a bit sorry for himself as the ale bottles became empty, "Mry should they do this o me?" he queried. "Yes which should they do this o me?" he queried. "Yes which we have been been and whiskey. Ain't they about to make it legal?" He said a lot of other things, too, until Mickey Walker got tred of ale and wanted whiskey. Then that became copieds groblem. He summonded the night jaller. See if he has a Visual was a summon of the said of the said was the said of the said was the said of the said was the s

### Will Rogers, Harlow, Brisbane

With augerts, station, Distributed.

The Cook County jail, on the southwest side of Chicago, was a meeting place for celebrities those days. Will Rogers came for a look-around, and of course just happened to be taken up to Capone's cell, and they had a long visit. Jean Harlow visited. Even Arthur Erisbane came, and Al thought he still was talking to Doe and me. When he got through, Brisbane had an amazing story, when he controlled the flown, even to his having taken over several yards and the Democratic and Republican leaders, in 'his naïve "effort" to stop political strife.

Brisbane rujted the story, which was tantamount to

Brisbane printed the story, which was tantamount to ocking the jail doors on Capone, and throwing the key way. Al didn't have a chance to get out after that.

Capone had gone his gloomy way to Alectria, and I had become an assignment reporter for the old Eyening American, when I was sent back to the jall to interview the late Samuel Insull, who had been returned from Turkey to face charges in the Federal Court.

Turkey to face charges in the Federal court.

They talk shout standing guys in the underworld, but you really find them in the upper world—sometimes, that is, for who knows how anyone will stand up under pressure. There was plenty of pressure on old hir. Insul. and financial rule of Chicago's hierarchic but the world and financial rule of Chicago's hierarchic but the world and financial rule of Chicago's hierarchic hierarchic and the world of the world of

A number of years had passed since I, a kid reporter on the Chicago Journal, had been tossed out of his office for trying to check on a rumored marriage of Mary Garden, the opera singer.

"I employ two publicity departments," he said, "I am a very busy man. Either of those departments would give you the information you desire."
"But, Mr. Insull," I said, "We know the opera is your hobby."

The utility magnate exploded.

"The opera is not my hobby," he scolded. "The opera is my business, a business for which I receive no pay."

is my business. a business for which I receive no pay."
And harking back to my original question, ite shouted:
"I'll have nothing to do with Mary Garden's publicity
sunts. You might as well ask me if Mary Garden takes
sunts in the nucle."
Those she? I asked.
Those she? I asked.
But 100 thrown out; I all dispensary he spoke to
reporters kindly, almost benindly. He answered questions
and they hastened away to make deadlines. Then I approached the wheelchair, and asked my own questions.
Politikans and financiers feared what he might say, if a
location of the sheel that the might say if a
location of the sheel that the could upper homes and empires. Me
have the take the out of the sheel that he had been thought of the
that he alone had built. He had been forced to sign away

### ... Or a Free Ride'

Some years ago, while I was under contract to Warnet Bros., I received a call from Ivan Kahn, who was handling my business at that time. He's now talk the state of the state

wains said; weil, we inought we would give him a nice present of some kind." Ivan asked, "For instance?" Hal replied, "Oh, well, th, well, we might buy him a nice Cadillac car." Ivan very quietly breathed, "A Cadillac car. And what would my commission be—a bicycle?" -Joe E. Brown.

everything he owned. There was no buried nestegg—just some paitry pensions on which he and his wife could live. He had every right to be bitter. He had every right to alk, but when I suggested that many prominent persons were apprehensive, he merely smiled:

were apprehensive, he merely smiled;
"No one need jump out of any windows. I have nothing
to say. I'll tell my dwn story from the witness stand,"
No big-shot came forward to put up his bond—just a
little grey-haired junkjealer who had made some money
because the then powerfu utilities magnate had directed
that he have the business. Insull didn't even remember
him. The junkman came they—and-humply asked to be
allowed to post the huge bond.
Liter in the Federal Court, I got to know Josuil better.
Liter in the Federal Court, I got to know Josuil better,
had a few cents in his pocket.
Now time turns along I missed bringings Josh Dill.

just a few cents in his pocket.

Now time jumps along I missed bringing John Dilllnger in by a week when G-men shot and killed him. It
testified in the Federal court about my efforts to surrender Dillinger, but that's the only glory I got out of
that one. The stories you don't get are always bigger
than the others. I was ready to quit, but then came a
real big story and I was back in business.

real big story and I was back in business.

Elaine Barry chased John Barrymore across the country in the now famous love marathon. She came to Chicago and I met her, but John god away. We followed his luggage to Emporia, Kanasa, while John took another train to. the west, playing straight all across the country. I named them "Caliban and Ariel." The names stuck. I didn't met John then. He got a glimpse of me from the drawing room on the 20th Century Limited in which he he all the fractions are converted English what he he all the fractions are converted English what they got together and were married.

### Barrymore's 'Casting'

Then I heard that Barrymore was asking questions about me. Joe E. Lewis relayed some of them.

"Do you know Nate Gross?" he'd ask. "Is he young?
Is he good looking? I know he's tall and blond."
He couldn't believe that I merely had been a reporter covering a story. Joe E. said that Barrymore was angry—to look out if I met him.
It was on my first visit to the west coast that I got an invitation to the Barrymore home, then in Beverly Hills'
"Staline and Jack Barrymore invite you to cocktalls," it read.

lavitation to the Barrymore home, then in Bewerly Hills' Benedict Canyack Barrymore invite you to cocktalls," It read the second of the second

Where Is My Wandering Boy Soprano Voice Tonight?

A Baritone Beef From the Longhair Nursery For Variety's 43d Anniversary

By ALBERT STILLMAN

My boy soprano mounted highe Than any voice in our church choir, Up to high C it ranged; Then, overnight, the most absurd. The most appalling thing occurred, When I woke up, here's what I heard: Good morning, mommy, Good morning, daddy.
My voice, alas! had changed! Had changed, as these low tones exhibit, From Bobby Breen to Lawrence Tibbett: Had changed, such miracles can happen, From Jenny Llnd to F. Chaliapin. e then, how often have I wished, in vain, I had my boy soprano back again! . .

My life is wormwood and gall, For I'm the blighter who sings Of Henry Morgan and all
Such blood-and-thundery things . . . Though I'm timid and shy,

Time was I set the world on fire;

A peaceable guy Who hates to get in a fight—
Oh, where is my wandering boy soprano voice tonight?

once had an angel's voice, if you please, A most exalted level;

But now when I play Mepistopheles, It certainly sounds like the devil, I've such a limited choice . Of songs to whistle or hum

Because of me booming voice Yo Ho and a bottle of rum

Though I've reason to fear.
On one glass of beer,
Id pass right out like a light!
Oh, where is my wandering boy soprano voice tonight?

I sing the songs of Time and Tide Of the hills I'd like to roam; Oh, give a man a horse he can ride, But let ME stay at home. I'm a bally ballad-heaver. Workin' up a vocal fever Cause theyre hangin' Danny Deever In the mornin' on a tree; Like that Metro lion, Leo,

Like that Metro lion, Leo, I am a bellowing con brio That I'm rolling down to Rio, And to hell with Burgundy! But to follow Omar Khayyam Down the primrose path of Takes a better man than I an Gunga Din!

Me! I sing in me bloom' baritone
In Carnegle Hall, through a microphone,
Of Mandalay and the gypsy life
And the fabulous flyin' fishes;
And then I go home to help the wife
A-dryin' of the dishes! . . .

### B'klyn Kid Gone Wrong

D KIYIN AID GONE WYONG

I might title my favorite story "What Price Glory!"
although "I Never Left libme" is just as apropos.
Last year, my wife and I were scheduled to go to
Last year, my wife and I were scheduled to go to
aunt and uncle in Brooklyn. The day of the extensory
it's nowed heavily. It was impossible to drive so we
took the reliable BMT subway. It had been a long
time between trips and I was unfamillar with the
rout. I spotted a map across the aisle and headed
for the
was a charming elderly lady sitting beneath
the man I had restlement.

for it.

There was a charming elderly lady sitting beneath
the map. I had noticed that she was studying me
for some 20 minutes. As I stood over her, she smilled
and said, finally: "Pardon me, but you look so familiar

I've never found the answer to that one, so I smiled return.

in return.
"Are you from Brooklyn?" she pursued.

"Are you from Brooklyn?" she pursued.
I told her I used to live there.
"I'll bet," she said, "I bet you lived on Sackman
St." I recalled that I had many years ago.
"Oh," she said, "now I know who you are! You're
Jullus Garinkle. Of course. And you haven't changed
a bit. We used to live next door. For years, we were
neighbors." She chuckled in reminiscence. "Such a
boy. I remember how always you used to get yourself into trouble."

I sat down beside her. She leaned toward m said, seriously: "So what are you doing lately I played it as straight as I could. I told her I was

"Aah," she sighed, shaking her head, "and you wanted to be a doctor so badly."

-John Garfield.

Anniversary

### Growth of the Roofless Theatre: 750 Drive-Ins Today Do Big B.O.

About the only thing are in the Bernardinic and a few more in Lomotton picture impediately was the part Angeles. New England caught the incursion of the reodless theatre, it may be a sent the common of the reodless theatre, it may be a sent the common of the reodless theatre, it may be a sent the common of the reodless that the common of the reodless that the content of the common of the reodless that the reodless the reodless that the reodless the reodless that the reodless that the reodl

By the time summer rolls around, another 250 are expected to be added to the list. This would skyrocket the total outlay for construct on and equipment up to \$100,000 000, according to reliable sources.

source:
Actually, the Drive-In is a "de-pr. ssion baby," for it was in the block days of 1928 when Richard Milton Hollingshead, Ar. then em-ard cleaning liquids business, de-cided to embark on his own. His chief Interest at the time was to build a" de luxe gas station, one with pain trees, shrub fencing and unissually outstanding and attrac-tive.

This ambition met quick death when he had to wait on a long line at a New Jersey gas station before he could get his tank filled. But while one idea died miserably another gave birth.

"Why can't people have some form of entertainment while wait-ing to be served?" he asked him-se f. This was the keynote to the efforts that followed in a driveway of his home at Camden, N. J.

of his home at Camden, N. J.
The experiments spread over
many, weeks, placing one car behind another 40 feet apart and
facing a screen upon which 18m
film was projected. Blocks were
placed under the front wheels of
both-cars.-unit the proper angle
both-cars between the condition of
the condition of the condition of
the condition of the condition of
the car ahead.
When the visual effect be week

or supplied to the state of the

The smallest type of outdoor theatre in operation can accommodate 240 cars, the largest 1,100 cars. There are several open airs in the midwest with car capacities of There are several open airs in the midwest with car capacities of 1,000 or 1,000 or



MONA FREEMAN PARAMOUNT PICTURES ment: M.C.A.

adults there are miniature gold courses, bowling alleys and other forms of recreation, either on the grounds or nearby. Candy and food concessions do as much as 40% of the theatre take.

Average number of weeks of operation is 33, but in the west and southwest, where warm temper-atures linger longer, the period of activity is greater. The tendency, according to spokesmen for Park-In, is for longer scasons, until the temperature drops below 40 de-

When the first Drive-Ins opened a central sound system was em-ployed. Other methods were sub-sequently tried until today the in-car speaker has been found most practical of all.

for the open air.

For the family, the Drive-In solves parking and baby sitter problems, two cardinal advantages on fronts are prime favors in operation. The control of the operator of the o

### Here Today, Corn Tomorrow!

By JOE LAURIE, JR.

Alfred Tennyson's line, "The old order changeth, yielding place to new," should answer many of the radio editors, columnists and even sponsors who have been worrying it and out of print, what is to become of our radio comedy programs when the comedians who are now anchored to the nation's microphones have decided to retire on their laught-dividends, or pass on to the Comedian's Valhalia!

True that Father Time is throwing his darts at most of our radio comedians and that they are getting almost as old as the jokes they are using. Some of them have even threatened to retire and spend are using the some of them have even threatened to retire and spend accumulated in years of radio service trying to "get laughs."

the rest of their lives catering to their stonach uters, which thus pend the rest of their lives catering to their stonach uters, which thus have accumulated in years of radio service trying to 'get laughs.'

But don't sell your radio! Because, in every generation, people have worried about who were going to replace their favorites in politics, literature and entertainment. But, sömehow or other, new favorites with your favorite comedian. National humon, Irish, Jewish, Scottin, Hallan, English, French and American becomes, through press and radio, international, at establishes between all nationalities abond of the brotherhood of mankind! And there will always be comedian is carry on the good work.

And so, when the famous jesters and men of motley of the late '90s and early 1900s went to the Eternal Laughinal, folks said that they and women who were behind-the-fun in those days, it seems to ac, men heads the momenter green, that they could never be replaced. Great comedians who made a nation laugh for nearly half a century. To same them to Louis them, Wide Field, and Hichocek, Marie Cabill, Harian & Hart, Nit Wills, Lev Dockstader, Mabel Fenton, Bert Swort, Maggie Cline, Harry Kelly, Florence Moore, Herb Williams, Chie Said, T. Roy Barnes, James J. Motton, May Irwin, Prank Timery, Walter C., Roy Barnes, James J. Motton, May Irwin, Prank Timery, Walter C., Roy Barnes, James J. Motton, May Irwin, Prank Timery, Walter C., Roy Barnes, James J. Motton, May Irwin, Prank Timery, Walter C., Roy Barnes, James J. Motton, May Irwin, Prank Timery, Walter C., Roy Barnes, James J. Motton, May Irwin, Prank Timery, Walter C., Roy Barnes, James J. Motton, May Irwin, Prank Timery, Walter C., Roy Barnes, James J. Motton, May Irwin, Prank Timery, Walter C., Roy Barnes, James J. Motton, May Irwin, Prank Timery, Walter C., Roy Barnes, James J. Motton, May Irwin, Prank Timery, Walter C., Roy Barnes, James J. Motton, May Irwin, Jene J. How on the Wester S. Roy Barnes, James J. Motton, May Irwin, Jene J. Motton, Walter C., Row on the

differ, and be wrong! They shine the brighter in the domain of tender memory.

As these great artists dropped out one by one from the Laugh Pasade, the ranks were quickly filled with recruits that didn't miss a step, and the ranks were quickly filled with recruits that didn't miss a step, and the real passage of the pas

### A Due-Bill on a Holdup

By HY GARDNER

Did you ever hear of anybody holding a letter of credit on a holdup? Well, on my way home the other night, Petc. a former Air Porce bombardier, who now pilots our elevator, said, "Mr. Gardner, there's a message in your box—I think the landlord wants you to join him in a gin game."

was achieved, so that the driver in the second car could get proper vision through his windsheld, over the second care could get proper vision through his windsheld, over the second through the was after was perfected, Hollingshead then applied for a patent. In 1923, he secured No. 1909.837 in his own name from Washington.

The secured No. 1909.837 in his own name from Washington.

The secured No. 1909.837 in his own name from Washington.

The secured No. 1909.837 in his own name from Washington.

The secured No. 1909.837 in his own name from Washington.

The secured No. 1909.837 in his own name from Washington.

The secured No. 1909.837 in his own name from Washington.

The secured No. 1909.837 in his own name from Washington.

The secured No. 1909.837 in his own name from Washington.

The secured No. 1909.837 in his own name from Washington.

By child the proper dealers with the secured No. 1909.837 in his own name from Washington.

By child the proper dealers with the secured No. 1909.837 in his own name from Washington.

By child the proper dealers with the secured No. 1909.837 in his own name from Washington.

By child the proper dealers with the secured No. 1909.837 in his own name from No. 1909.837 in his own name from No. 1909.838 in 1925.

See the secured No. 1909.837 in his own name from No. 1909.838 in 1925.

Washington No. 1909.838 in his own name from No. 1909.838 in 1925.

No. 1909.838 in his own name from No. 1909.838 in 1925.

No. 2909.838 in his own name from No. 1909.838 in 1925.

No. 2909.838 in 1925.

### Ace Laugh-Getters

Ace Laugh-Keiters

Ace ehattologists, like Fred Allen, Bob Hope, Jack Benny, Eddie Cantor, Fibber McGee & Molly, Phil Baker, Fannie Brice, Frank Moran, Bob Buras, Tom Howard, George Shelton, Juliu McConneil and Gan, Bob Buras, Tom Howard, George Shelton, Juliu McConneil and Edd Ford, Harry Hershfeld, Burn Bulle Burke, Amos & Andy, Senator Edd Ford, Harry Hershfeld, Burn Bulle, Burker, Amos & Andy, Senator Edd Ford, Harry Hershfeld, Burn Bulle, Burker, Anderson, A. Pearce, Jimmy Durante, Judy Canova, Eve Arden, Ed Gardner, Charlotte Canding, Charles, Charlotte, Barry Res, Willey Horner, Schotter, Besay Aces, Wictor Borge, Grant Canding, Charles, Charlotte, Charlot

solutely NOTHING! There are replacements waiting in the wings!
Besides the comedy youngsters in the making, we already have an
entrenched army of comedians that have potential star dust sprinkled
entrenched army of comedians that have potential star dust sprinkled
is the non-intelligent of the following that the start of the star of the sta

Ladings: Some arreacy have graoused out are sun notang on to use the other conceptch, a fine conic and minic, Phil Harris, a bandleader, who has become so tumy he can thimb his nose at bettillo, and shell Blanc, a veteran radio handynam, a comedy radio show. He does parts on the Jack Benny and Judy Canova shows, also does the "Unhappy Postman" with Burns & Allen, and the "Stuttering Comedian" with Abbott & Costello.

We also have the younger comedians like Alan Young, the Canadian pile experience of the property of the control of the property of the pr

be replaced! Besides, these kids are on a Joe Miller dist-they know that the most important factor of radio coinedy is the gas-writer. They help make the comedian funny 75% of the time. When help make the comedian funny 75% of the time. When help make the comedian funny 75% of the time. When the state this mundane sphere, he takes his personality with him and just leaves the memories of his great art, but when a gaz writer gets the "nod" from the man with the scythe, he has no personality to leave behind from the "gaz-fille." His he leaves behind him, late to be dragged from his "gaz-fille." His he leaves behind him, late to be dragged from the "gaz-fille." His he leaves behind him, late to be dragged from the "gaz-fille." His he leaves behind him, late to be dragged from one beginning the older we for memory of the younger gaz-men who are now helping the older we may be suffered to the property of the younger gaz-men who are now helping the older we may be suffered to the younger gaz-men who are now helping the older we may be suffered to the younger gaz-men who are now helping the older when the younger gaz-men who are now helping the older we may be suffered to the younger gaz-men who are now helping the older when you helping the younger gaz-men who are now helping the younger gaz-men who are now helping the younger gaz-men who are now helping the younger gaz-men when you helping the younger gaz-men when you helping the younger gaz-men who have younger gaz-men who helping the younger gaz-men who helping the younger gaz-men who helping the younger gaz-men who have younger gaz-men who have younger gaz-men who helping the younger gaz-men who helping the younger gaz-men who have younger gaz-men who helping the younger gaz-men who helping the younge

### My Friends—Ladies and Gentlemen

By EDDIE CANTOR =

In my home I have a special room on the walls of which hang personally inscribed photographs from my friends—ladies and gentlemen. Would you like to look at them with me while I make comment?



with me while I make comment?

Here is an old picture of Deanna Durbin when she was quite young. During the time she appeared on my radio program we were constantly because the contract of t

voice, just nothing."

Without a word the woman took her daughter by the hand, made quickly for the door, at which time she whited around with this exit line: "Mr. Eddle Cantor—you stink toot".

Deanna laughed till the tears rolled down her face. I

just wondered.

Alongside of the Durbin likeness is one of the immortal Will Rogers. It was in Cleveland back in 1917 when I introduced in 0 mis dras Roshev meal. He loved the loved the property of the prop me restaurant 1 inquired from him, "Bill, why did you keep on saying what a pity all during the meal?".

He told me, "What a pity that it's too late for me to become Jewish!"

Become Jewish!"

Here is the Syelle, well-facesed Fannie Brice, Wint, fan Here is the Syelle, well-facesed Fannie Brice, Wint, fan Here is the Syelle, well-facesed Fannie Brice, Wint and Here Syelle Syelle

### Chevalier and Dinah

Who's the guy in the corner with the straw hat and the droopy lip? Chevalier, who else? During the early '30s in Hollywood we used to see a lot of each other. One night after a picture, Maurice and his wife, Ida and I, dropped in at the Pig 'n' Whistle. Not only the customers, but the waltresses stared wild-eyed. Here was the coffer ing and cup or girl remitled as she placed the coffer ing and cup or girl remitled as she placed the coffer ing in haif and did what we all do. The waitress' line came across to us from 20 feet away. "Look, girls, he dunks like a regular person!"

he dunks like a regular person!"
Who is that girl surrounded by all of those bospitalized veterans? It's Dinah Shore. The best durn singer of the property of

### ... A Great Audience'

"Thank you, ladies and gentlemen. You're a great dience."

"Thank you, ladies and gentlemen. You're a great audience."

Maybe I'm lying, but that's, what I'll always say even though they might be the toughest. I learned that the hard way.

Back in the hard way.

Back in the harpy vaudeville days our route gentlement of the hard way.

Back in the hard way.

Chicago audience in Mire when the arts called the hard way in the milwakee patronage was the coldest mob we had to play to anywhere in the United States. The standing gap way. 'So you thank you're bester to be a standing and the states of the latest the states and the standing and the states and the states and the standing and the states and the states are standing and the states and the states are standing and the states are states and the states are standing and the states are states and the states a

P.S.—"Thank you, ladies and gentlemen. You're a great audience."

-Georgie Price.

smile. "Hello, Dinah.". She asked him if he had any particular song he'd like to hear. "Sure," he said feebly, "'Blues in the Night'."

"Sture," he said feebly, "Blues in the Night." Dinah asked him to give her a beet just by clapping his hands and there in the stillness of the room, with this hands and there in the stillness of the room, with this most appreciate hands. Dinah sang several songs to the most appreciate himself of the stillness of the stillness of the said. Dinah said, "Ill always remember you." Dinah said, "Ill remember you, too." And as we walked down the hall the nurse told us, "That's the last bit of entertainment hell ever have, poor fellow."

Here is Jack Benny, America's definition for miser. But even he, away from the microphone, kids about his socalled miserliness. In speaking 10 Burns & Allen recently, Jack said, "I'm crazy about Eddle Cantor, and I think he likes me too. Eddle would give me the shirt off his back..."

George Burns said, "What would you do?"

Jack replied, "I'd wash it, iron it, and charge him 35c.!"

### Ida's Warning

Here's a picture of a lovely lady. You don't recognize ther face, but you'll know her I'm sure. She's as well been face, but you'll know her I'm sure. She is as well to be the sure of th

"Who?", she inquired.
I said, "Nelson Rockefeller—you know, the Rockefeller family."

family."

Then Ida admonished me, and I could almost see her shaking her finger at me as she said, "Don't get in with any of his schemes now!" with the same it. Block & Saily, the same is supported by the same in the same

### Max Gordon-Quiz Kid

Anyone who knows Max Gordon, famed Broadway producer of "Born Yesterday" and a dosen other smash hits, will tell you that he is always seeking information. Once when he was in Washington with one of his plays he was the state of the seeking information of the plays have a been seeking information. Once when he was in Washington with one of his plays he was the waste better the seeking in the seeking to the seeking the seeking to the seeking the s

### The Fabulous Jessel

The Fabulous Jessel

If there's one, there must be a dozen pictures of this guy Jessel. There's a good reason. Ours has been a friendship at Jalmost 40 years. George is the most unpression business. He'll owe you \$12 from a gin runmy game for two years and grab a check for 11 guests at Romanoffs and slip the captain 20 bucks and the check might marry her in a wild moment. He's the fastest guy on his feet I've ever known. To play with him on a stage is a constant challenge. For a guy who has had no formal education I am continually putting them together. He is equally at home at a dinner to the President of the United States or the manager of a small-town hall club, or a women's auxiliary, or a social the spur of the moment have become legend.

For instance, on my first trip to Hollywood to make a picture, Jessel told the gang at Lindy's. "If! know Canton he's the only guy who li get off at Abbuquerque and self was working too hard and that I certainly can't take it with mhe sin't gon't. He'll do anything for a lauch and One night at my home he wanted to show my family that mine was an imaginary lillness. If was suffering from stomach trouble at the time. Low Hooper, or something.)

One night at my home he wanted to show my family that mine was an imaginary lillness. If was suffering from stomach trouble at the time. Low Hooper, or something.)

I was going to show him up. "Here's some mustard.

ear anyoning to show him up. "Here's some mustard, in, ketchup and soon. Let's see you put that in your stomach." Jessel not only did, but added some cigar ashes to it! Then played two hours of fin runmy, had four or five glasses of brandy had was releasing at nine o'clock in the morning while I stayed in bed because of my over—Have you ever been awakened at four o'clock in the morning with a long-distance call? Weren't you scared? I was, Jessel was in New, York at Reuben's Restaurant. I was at my home in Beverly Hills, Jessel yelled into the phone. "Edder" This Is Georgie. I'm at Reuben's Restaurant of the property of the propert hung up.

He's one of the most sentimental guys you'll ever meet. Look at the fine, successful pictures he produced at 20th Century-Fox. You may recognize a face here and there needed the yook. And what that guy does with a funeral oration!! Of course I think he has all the stuff prepared in advance. I thow he has notes on me and it worries not the course of the picture of He's one of the most sentimental guys you'll ever med

### Nothing Two-Bit About This Business

PICTURES

By THEODORE PRATT

By THEOD DRE PRATT

Illiteralus Scribode, the enulment author, was having a conference with his publishers. At the cilmax of the publishing firm held Illiteratus down on the floor, while the other three kicked him, Illiteratus screenned; where the confection is the publishing firm held Illiteratus down on the floor, while the other three kicked him, Illiteratus screenned; worth the word three kicked him, Illiteratus screenned; which is the while some three three three heads to book are going to be original 25c jobs pretty soon.

Ones purtner, hefore he could think, or the statement of the screen while the soon is the statement of the screen while the soon is the screen while the screen will be a few hard books published with the screen will be a few hard books

Tet Patt

Tet Pa

The first of the control of the cont

that so far has soin 1,000,000 topics in the prepart edition. The reprint edition of a possible revolution in the book publishing and selling trades. That's what Illiterature was the result of the properties was threatening his publishers with. Are the 25c boys going to be content with publishing reprint material. Already they have issued, successfully, some original Already that part is the properties of the regulation trade publisher entirely. It is whispered that the 25c boys have their eye on the original fiction field, using the novels of first-line authors.

### Pennies From Heaven

Pennies From Heaven

If conting at all, this is probably same distance away, and an author and all, this is probably same distance away, and an author with the probably same distance away, and an author with the probably same distance away, and an author with the probably same distance away by first operating through his regular hard cover publishers. But if those on the borderline did not have to split with their publishers the present it per copy paid by the 25c boys, and if this low penny royalty were raised, it might be another story. In such case it is workable that an author would do a lot better listening to the direct blandishments of the two-bit boys.

Besides the money angie, most authors would rather Besides the money angie, most authors would than 10,000. Illiteratus, emerging from the conference with his publishers, says he would. An author writes to get read as well as to express himself and make a living, and the store that the same and the desire for book as glifs, and such, would keep a ling price. Discriminating people, collectors, libraries, and the desire for books as glifs, and such, would keep a larger, perhaps the largest segment, conceivably could be shunted off into the 25c field.

This means more books would be issued for mass distractions and the programs using the stories.

If might even mean the by-product of a more literate Americans public. Many of the two-bit tokies in books and considerable and the programs using the stories.

He might even mean the by-product of a more literate Americans public. Many of the two-bit tokies in books publishing revolution is already here, for while the hard book fellows have been munificating the scene on a mass-man and the story public on the quality of their limburger, the two-bit toky have been munificating the scene on a mass-man continuity public on the quality of their limburger, the two-bit toky have been munificating the scene on a mass-man to jump public on the flor and start to jump on him he knows that all he has to do is holler. "Zoe b

### He Couldn't See the Point

The most embarrassing moment in my life happened

The most embarrassing moment in my life happeneds while I was on the stage. I had run away from home at the age of 18 to join the Ben Greet Company, because I was convinced that I was probably the greatest Shukespearsean character actress in the world.
We opened in Chicago in Romeo and solute! I phayed We opened in Chicago in Romeo and solute! I phayed to the company was on its uppers, and the green tights I wore as Count Paris, unsuccessful suitor for Juliet's hand. The Ben Greet Company was on its uppers, and the green tights I wore as Count Paris were obviously too small and tight for my espacious proportions. In the middle of the duel fought the duel and was killed by Romeo standing as I leaned against the backfrop.
The sudience was amazed, and a famous critic, James Domnell Benefit, wrote the following:

"Demail Benefit, wrote the following:
Open the County of the Co

-Elsa Maxwell.



# HOW TO FILL SEATS IN 1949!

### "Chairful News"



June Allyson • Perry Como • Judy Gorland Leno Horne • Gene Kelly • Mickey Rooney



Clark Gable • Walter Pidgeon Van Johnson • Brion Donlevy



ank Sinatra • Esther Williams



Fred Astoire • Ginger Rogers



June Allyson • Peter Lawford Margaret O'Brien • Elizobeth Toylor



Van Heflin • Robert Rya



Gregory Peck • Ava Gordne Melvyn Douglos



Jomes Stewort . June Allyso



Robert Taylor • Ava Gardner • Chorles Laughton • Vincent Price • John Hodiak



Jeanette MacDonold • Lloyd Nolan Claude Jarman, Jr. and Lossie



Esther Williams • Red Skelto



Jennifer Jones • James Masor



Greer Garson • Errol Flynn • Walter Pidgeor Robert Young • Janet Leigh



Judy Gorland . Van Johnso



Robert Toylor • Elizabeth Taylo



Clark Gable

# "HAPPY NEW YEAR!"



As we set forth into the brightest year of our history, loaded with Big Anniversary Attractions, (just a few shown above), we take the opportunity to thank our exhibitor friends from the bottom of our hearts for their loyalty and encouragement which made it all possible!

### 6-2-And-Even As You and I

By H. I. PHILLIPS

I am a sucker for horsetips. Not like that Caliope IIII" he exclaims, so mich as a once was, but still, "Where didis get him!" is made as push. Citation at even mone? He is a bum! Stymie. At first I think he is kidding, mone? He is a bum! Stymie and at him? The like it is an and at him and at the still a stil

and I will trample women and children in the rush to get down a deuce.

So mond the rush to get down a deuce.

So mond things and have fun, if nothing else, But the experience I like to recall came at Hallach a few seasons back. Ah those days when I pilayed em at all the to buy the dogform at dinner time, and then Jetplaned to the dogtracks for the night, stopping to play some quarter-machines and mayer chance wherein a fellow held a box with a mouse in it and invited you to bet which hole it would go into anytow. See the season of the season

me an improvement is an improvement and starter Steam Callope III
is out again, and I go for it on
the nose again. It is no contest.
The oatburner wins off by himself
and pays \$85.2 mileow, collecting.
I am at the analyse-wicker basics,
I am at the analyse-wicker basics,
Being an emotional egg, I ament
being quiet about it. Suddenly at
my side is the fellow who gave me
the original tip. He has bet to
"Don't tell me you had the winert" he eries.
"Yeah," I admit in my broadcastlang manner, "What a hoss! What
The guy looks me up and doos me up and u

### **WB Furthers Move** To K.O. Co-op Adv.

Move disclosed by Warner Bros. recently to eliminate cooperative advertising of their pictures earlies to the utilizate are for a companies during the completely abolish the participation in exhib advertising, all have been trimming to the bone was the backets for this purpose.

ticipation in exhib advertising, ail have been trimming to the bone their budgets for this purpose. WB is not eliminating its coin allocations to theatres at once. It is commitment and the service of t

vertising.

WB move has stormed up a bit

vertising.

WB move has stormed up a bit of a tempest from several angles.

In the several angles are the several angles, and the several angles, and



MARTHA SCOTT

### Nothing (?) Ever Happens in Chi....

By IRV KUPCINET (Kup's Column, Chicago Suno Sun-Times)

and still 2,000 miles from the land Chlcago. of sunshine. Nothing ever happens? Let's

To too many persons speeding from one coast to the other, Chi-cago is only a stopping-off place, a sort of oasis in a desert of rail-

cago is only a supplied place, a sort of oads in a desert of railing a district of tracks.

It is a district of the pane that refreshes and in a rilly on their way.

To these folks, Chicago is a district of the service of the servi



and still 2,000 miles from the land of sunshine.

Nothing ever happens? Let's ce., is the town where a big. the control of the

Frankie boy how to haudle his dukes:

It was in Chicago, too, that Sindara started the bail rolling to get the voic of Father Paul in "Mirned book on route from L. A. to Chicago. Upon arriving in Chi, he book on route from S. A. to Chicago. Upon arriving in Chi, he being very thin, with a sallow conheins of the control of the control

(Continued on page 46)

### The Truth About Roger Broom

By SIDNEY SHELDON animal. The crew edged away to let the detectives

Hollywood.

Hollywood has more press coverage than any other city in the world. And yet, the biggest story that ever happened in Hollywood never even broke into print. There were a few guarded rumors around, but they were quickly and mysterlously scotched. This was something no one dared take about. I stumbled on the story quite by second about. I stumbled on the story quite by second to the control of th

What happened to him was horrible and grim, but in a sense fitting, because Roger Broom, an active member of the Screen Writers' Guild, dared to break Hollywood's greatest unwritten command-

active member of the Screen Writers Guild, dated break Hollywood's greatest unwritten continuand-more than the property of the property of the Hollywood as successful playwright, he had yielded to the blandishments of Hollywood, and had quielded to the help with help with the help with help with

An Unoptioned Producer Tells All

Six weeks after I was put back on salary, I was able to have lunch again at Romanoff's. A producer whose option had just been dropped flopped down at my table, ordered a lemonade and said:

"You're the kid who was asking about Roger Broom, aren't you?"

My heart quickened a little, I admitted I was My heart quickened a little, I admitted I was. So that night I heard most of the story. The rest I pieced together later, All of the accounts agreed that on the fatal day, after which he was never that one of the story of the

important decision.

At 11:17 the phone in the studio police chief's office rang. The chief picked up the receiver, listende a moment, and his face went white. "I'll be right over." he said. His volce was odd and strangled. He turned to the detectives in the room. One of them was busily perusing a rare edition of Baudelaire, another was translating a Sansarti passage for his maid, and a third was making some corrections in Joyce's 'Ulyssea' of the property of the provided of the provided in the provided provided in the provided provided in the provided provided in the provided prov

"Emcrgency!" barked the chief. "Bogart, Powell, Ladd-I'll want you."

Swiftly the men rose "What's un Chief?" "Stage 10. They've caught a writer!"

The sound stage was in a turmoil. Terrified extras were huddled against the wall. The stars had taken refuge in their dressing rooms. And the director was cowering high on the boom. Trapped in a corner, held at bay by the electricians and the erew, was Roger Broom. He was disguised as an extra, dressed in a turbin, a flowing sown, and a guy, yellow yashinak. The chief took in the scene at a constant of the writer stood. Gone were Brooms moons aplomb and celat. He was a besten, whimpering aplomb and celat. He was a besten, whimpering

"Nice work, boys," said the chief. "Who caught

animal. The crew edged away to let the decettives in Nice work, boys," asid the chief. "Who caught thin?"

"I did," said a gaffer.

The chief patted him on the back. "There"il be a lice reward in this for you." He turned to the quive control of the control of t

onto a sound stage?"
"I had to," shouted Broom. "I've been writing pictures for 10 years and I've—" his voice trembled—"I've never seen a sound stage."
At his words, a shudder ran through the room.
"Let me handle him," pleaded the chief, reaching

"Let me handle him." pleaded the chlef, reaching for his gun.

"Oh, soft yet awhile, stay thy hand," said the Boss, gently. He turned to the miserable Broom. "You were aware of what would happen to you if you were earlier." Broom hadpen to you fire you were earlier." Broom hadded. The Boss studied him for a moment, a baffled own of the Boss studied him for a moment, a baffled own with the best of the barrier. "I want to be a support of the barrier." I want to be a support of the barrier. "I want to be be not ut of my head. I — I wanted to see a camera."

oceneral of my near a camera stores."

"I — I can't explain it," said Broom, "but it's not the same thing. I wanted to hear my dialog, to watch the director, to — ""

"Stop It's said the Boss, cooling in disgust. "Stop It's said the Boss, over industry and a disgrace to your guild." He rose to his feet, his voice thundering. "A good writer's work is finished when he thinks of a title. We have hair-dressers and others to make the pictures."

"It know," said Broom miserably."

"It know," said Broom miserably. There was no answer.

Broom lowered his head, guiltily. There was no answer.

The many control of the membra while Broom waited in an anteroom. For hours it seemed impossible to reach a decision. There was never any question of his being allowed to live. For if word of this ever got out, other writers might get revolutionary ideas and spend time on the sets learning the seemed in the set of the seemed in the seem

The producer nodded. "That's perfect," he said, admiringly. as a chorus of approval.

There was a chorus of approval.

"Bring him in."

The police chief opened the door to the anterow. The room was empty.

"He's gone."

Broom left the country that night—a fugitive and an exile, a broken, ruined man. Now Roger Broom is gone, and the episode is closed. And yet sometimes, on a rainy night when see a passing rickshaw, I can't help wondering what it was that Roger Broom saw before he died. And I can't help thinking that, somehow, in the end it was Roger Broom who triumphed. He fulfilled his destiny. Some day, perhaps, there may be other

### **Indies Block 42% Brazil Settlement**

Smaller U. S. companies and in Smaller U. S. companies and indie producers are currently raising
the main roadblock to a settlement
of the Brazilian price-control
interpreted by the control
interpreted by the control
interpreted these cutfits, all
members of the Motion Picture
Export. Assn. have deferred any
tim shipments to Brazil while
pressing of the 42% celling on realals which distribs can charge
Brazilian exhibits, and hottes of

Question is now the hottest on the MPEA calendar. Until the issue is ironed out by a change in position of the Brazilian Price Con-

issue is fromed out by a change position of the Brazilian Texesseniby the smaller outfits to go along the smaller outfit to go along the smaller outf

### For Some Realism

By ALAN HYND

Why don't the hucksters get the ads are of unfailing good hubep and introduce realism into mor. Repairmen who come to the magazine and newspaper adver- home in the ad world to fix sometisements? In other words, thing are willing, courteous and why don't we inflicient and as handsome as any have documen- body ever discovered by a talent tary ads, say es sout.



Ain Hynd

Ain Hynd

Ain Hynd

Air off the commentary pint far off the beam the chasm between actuality and the world of the ads is far yider and deeper than that apparent the series of the control of t

trailer in the ads. I have seen the man from time to time with a course man from time to time the course of the course man from th

have documentary asia, see have documentary asia, see have documentary films? The field for the documentary asia, it is not the second thank. The field for the following the films are than the field of the documentary pic. Unless I am far of the word of asia, the word of asia, and the films are films as the films are the films and the films are the films are the films and the films are the films are the films and the films are the f

in the world of ads.

And Where's the TV Self I

And Where's the Josef in barrooms why not inject realism by disserting a quarretsome, disheveled lush into the group of gentlemen that the self of th

cute. The railroads would get more of my business if they showed me a picture of an occupied coach as is, not as they would like it to be. I would at least know that I was getting documentary honesty If an ad featured the interior of a day coach populated with dirty, meanlooking brais and seat hogs who occupied space for from two to four passengers.

occupied space for from two to four passengers. Truck company with occur is the content of the property of the content of the property of the content of the property of the content of the driver of their truck do not neces-sarily meet with their approval. Airplanes in the ads never en-counter heavy weather, as they do in actuality. And they are always of a studied of the content of the studied of the content of the content of the content of the content of the the facts of life and show a crash in an ad over the caption. "This happens, but not often."

Indepens, out not often."

I bonestly think that the likker people could do worse than show a guy in a D.T. ward over the caption."He did not drink in moderation."

### Documentary Ads—A Pitch Mild 10% Dip In '48 Grosses Shows Pix Still Pack a Mass Wallop; That 40% Net Dive Needs Fixing

The big fact in the profits picture for 1948 was that distribution emerged from the 12 months just past without overworking the blackink bottle. The motion, and the profits of the profit

The slide did not hit exhibition too hard. When bushness is off, the first casualty is the staying power of films. Succinetly, this means a rapid turnover of product which, in turn, spells higher amortization of finits to be absorbed by distribution. The theatres are supported to the staying power of this to be absorbed by distribution. The theatres But it boded no good for distribution. Narrowing down to the major, their exhibition activities still poured respectable chunks of money into corporate coffers. Becaute of this, not profits of the theatre-owning companies held up fairly of the theatre-owning companies held up fairly came a-cropper. Easily 80% of profits reported by the integrated companies were derived from exhibition. hibition.

Inflation—which played the heavy in '47—encored as a menace in '48. However, the double-pronged as the inclustry last year which cut down expected the inclustry last year which cut down was partly met. Spartan efforts in Hollywood finally blunted one point of the fork. The figures bear out that the studies managed to cut production outlays some 30%. But the rising MCL continued to grain down the ready cash which the public can dole out for its own entertainment.

### \$60,000,000 Vs. \$96,000,000

Net profits for all the majors, except United Artists, will come to slightly less than \$60,000,000 for the fiscal year when all the returns are in. Last year's big score was \$96,000,000, second highest in the history of the industry. Subtracted from the 1948 total are losses reported by Universal.

1948 total are losses reported by Universal.

Peculiarly, the decline in the foreign market—
predicted as the greatest threat posed for 48-6

predicted as the greatest threat posed for 48-6

Actually, foreign remitiators held to within a percentage point or two of last year. American distribgarnered 885-000,000 from across the borders for
two years running. Against this, the estimate is

45,500,000 in 49, or half of what it has been in the

As obtained in the past term of the past 12 months.

The Anglo-American film pact went hat effect in micyar. During the first six months, this primary market was good for as much revenue as in the micyar. During the first six months, this primary market was good for as much revenue as in the first was a six of the past of the past of the first was a six of the past of the first was a fir month reports

Estimated Net Profits

Estimated net (in all instances but Columbia which has reported its final total) are listed below. For Universal, the estimate is for a loss. (Par-

enthetized number indicates company's position in

'47).				11.6	
			1948	1947	
1.		Paramount		\$31,668,709	
2.	(2)	Warner Bros	13,000,000	22,094,000	
3.	(3)	20th-Fox	12,500,000	14,003,640	
4.	(4)	Metro	6,500,000	10,532,690	
5.	(6)	Columbia	565,000	3,706,541	
6	(5)	RKO	500,000	5,085,847	
7.	(7)	Universal	2,000,000*	3,230,017	

Loss In sizing the financial picture, both past and prospective, almost equally significant to the net earnings of the companies and the lotter forest correlated to the property of the lotter forest correlated of affiliated theares. One of the \$84 questions is how much actual loss of revenues have been suffered. Costs are subject to some tightening internally but if the public has lost its interest in films as its primary mass source of emericalment, the allience becomes Za more serious.

### Gross Off Not Too Sharply

With this in mind, a study of the figures available at the close of the year is reassuring if not entirely bright. No major company went into a real spin on gross revenues. The dip, in all cases, was noticeable but not sharply emphasized. Listed below are a comparison of grosses. Included is a percentage of the comparison of grosses. Included is a percentage of the comparison of grosses. Included is a percentage of the comparison of grosses. Included is a percentage of the comparison of grosses. The comparison of grosses are the comparison of grosses. The comparison of grosses are the comparison of grosses. The comparison of grosses are the comparison of grosses are the comparison of grosses.

Co.	Est. '48 Gross		% Conversio
ar	\$171,000,000	\$189,025,600	15%
VB.	151,415,000	164,643,000	8%
Oth .	162,000,000	186,267,980	896
fetro	180,000,000	183,948,900	4%.
Col	Undisclosed	48,832,201	
₹KO	115,000,000	123,109,047	0.3%
U .	41,000,000	47,000,000	0%

41,000,000

Obviously, the theatgrowning companies have, by far, the greatest conversion of gross revenues into the This factor, which became apparent to a lesser degree in 1947, indicates that costs remained better in hand in exhibition. Rentals on theatres and carrying charges third our slightly during the year hand, production was still saddled with expensive productions made during the peak cost period.

### All Reducing Debts

Survey of the fiscal year would be incomplete without a quick look at the comparative bank obligations of the various majors. In this, the basically sound condition of the film industry is nicely spotlighted. None of the companies has increased its obligations during the year while most have reduced

Warners, for instance, has continued pre-paying its hank notes although its installment obligations do not actually begin until May 1, 1949. It has brought indebtednesses down to approximately \$15,000,000. Columbia has whittled its production loan to some \$8,000,000 and Universal to \$9,000,000.

loan to some \$8,000,000 and Universal to \$9,000,000. Paramount is an outstanding case. Originally obligated for \$10,000,000 on available credits of \$25.000,000 on available credits of \$25.000,000 on \$

Impetus of the war years is still cushioning the difficult postwar period. What the story will-be in 1949 must, in the final analysis, rest with Hollywood. If it turns out the right sort of pix at the right price, the demand is broad enough to give the industry a good return on its investment

### WALD TO MAKE 10 PIX FOR WARNERS IN 1949

Heavlest production lineup ever essayed by an individual producer at Warners is on Jerry Wald's schedule for 1949. He has stated 10 films—two more than his 1948

output:
Scripting on several of the 10already has been completed with a
decision due on the initialier assoon as casting is ironed out. Propreties include "Gase History," 'A
Musical Comedy," "Women WithMusical Comedy," "Women WithWithout a Cause," "Serenade,"
"Safe Harbor," "Will Rogers,"
"The Thief of Broadway," and "The
Wey Large," "Johnny Belinda,"
"Key Large," "Johnny Belinda,"
"Key Large," "Johnny Belinda,"
"Sunday Afternoon," "Thamingo
Road," "Happy Times" and "Task
Force," latter still lensing.

### **Eric Johnston**

Continued from page 5

Treviewed! That Argentine steer would get a four-bellow rating, the lowa corn-fed job a one-bellow brushoff.

Nothing cows our critics, and I'm sure Chicago couldn't. One of them would be sure to do a daily column about the amours of Armour, and we could positively anticipate a smashing challenge to Swift & Co. And think of this! What a test excellent family consumption. And think of this! What a test excellent family consumption one of the boys or girls found an old boar in the wrong pen. Soming his wild oats, so to speak. Yes, our critics would have a good time at the stockyards.

already has been completed with a decision due on the initialise and casts of use on the initialise as the stockyards. It is wild asts, so to speak. Yes, our crities would have a good time at decision due on the initialise as the stockyards. It is should not be a support of the stockyards. But I repeat, I love our crities. I admire their consistency. They Musical Comedy, "Women West of discouraged. They have an absolute and utter faith in our time of the stockyards. They have an absolute and utter faith in new face of discouraged. They have an absolute and utter faith in cutting the state of the stockyards. He had not a state of the s

the 3 Biggest
Names in Pictures
Names in Are...

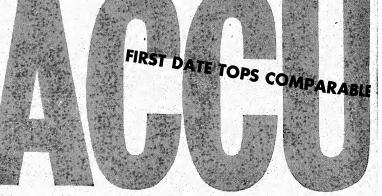
ONE OF PARAMOUNT'S 2

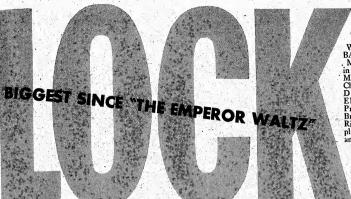


INDUSTRY'S HIGHEST HOLIDAY GROSS

Loretta Robert YOUNG CUMMINGS in Hal Wallis' production "THE ACCUSED" with Wendell Corey Sam Jaffe • Douglas Dick Directed by William Dieterle • Screenplay by Ketti Frings.







IOHN LUND
WANDA HENDRIX
BARRY FITZGERALD
MONTY WOOLLEY
in "MISS TATLOCK'S
MILLIONS" with Ilka
Chase \* Robert Stack
Dorothy Stick ney.
Elizabeth Patterson
Produced by Charles
Brackett \* Directed by
Richard Haydn \* Screenplay by Charles Brackett
and Richard L. Breen.





BOB HOPE JANE RUSSELL IN "THE PALEFACE" Color by TECHNI-COLOR • Produced by Robert L. Welch • Directed by Norman Z. McLeod • Original Screenplay by Edmund Hartmann and Frank Tashlin • Additional Dialogue by Jack Rose Sonad Ray Evans.



in a Row and All From Paramount Paramount

#### 'Ring Around Rosie'

By LEONARD LOUIS LEVINSON

Mr. I. Resemblatt unbolled the front door of Lies's Emportume and soulced at the dirty sky. Mr. Rosemblatt dinn't part of the state of

SIGNOVES, MIT. ADMENDANT WAS GROUND DEPTH IN MITTER CLEAR
A CONTROLL OF STORY AND INFORMATION AND ADMENTION TO STORY AND ADMENTION ADMENTION AND ADMENTION ADMENTION AND ADMENTION ADMENTANT ADMENTION ADMENTION ADMENTION ADMENTION ADMENTION ADMENTION ADMENTION ADMENTION A

America.

The mulcarrier came and departed, leaving five statements from as many jobbers and a postal card from lke's brother in Fort Worth. Business was bad in Texas, too. No Ice-Breaker Yet!

brother in Fort Worth. Business was had in Texas, 100.

No Ice-Breaker Yet!

Half past nine came and still he hadn't wroken the lee with a sale. Mr. Rosenblatt's stomach felt like he had swallowed a sashweight for breakfast. Then he saw Steve the openheart foreman with the properties of the control of the

golis, the butcher's son, had a Voolin sun uwe sen's week.

The Romenhait took out two of the dollar hills and put them in his vest pocket. He'd buy Bert a violin and hire a teacher, even if it cost 50 cents a week. After all, if Bert grew up to be a fiddler, he-would have a profession. It is made to the sun and the sun of the sun and the sun of the

Rags to Cage.

The biggest radio theatre in Hollywood was packed, as always, for the Gil Rose Laugh Hour. In crott of the care of the care

they liked best, to relax and take off their shoes, betts and girdles.

Then the "Stand By" light flicked on, the curtains parted and everyone cultifully applauded as the band and the supporting players were revealed.

Rosenblati, the volidi that he always carried onstage but never played. Gil felt rather nervous about this week's script. It didn't seem up to standard—the toughest standard in the business. Gil was top man in all the ratings and held the specific to the control of t

nett cinow.

If was always this way, in spite of his years in vaudeville and on the air. Getting that audience warmed up,
starting their laughter polling, ceasing them to buy his
first gags was an ordeal that took the joy out of his \$15,000

a week. He listened with half an ear to the opening fanfare and Woodie's plug for the 'product. Then came his introduction and he strolled onstage with his usual non-chainne, to be greeted by a waterfall of applause. "Evening, folks: he said. "Hello Woodie, What are you doing these days?"

"Haven't you heard?"—I'm an agent, the announcer fed

m. "An agent?" queried Gif. "What's that?" "You know—I make my living selling actors," Woodie

"You know—I make my living selling actors," Woodle explained.
"Okay," epiled Oil, "leec's Slo. I'm making, a down of the control of the contr

said. o kidding," Woodie began as Gil silently cursed him, "don't you think I'll be a success as an agent?"
"These days?" asked Gil. "Why, things in Hollywood

are so bad that Frankenstein and Dracula have to share the same violin "

the same victure.

Rose had been against his one, but the seriety writers and the property of the property of

#### More Point-Killing

More Point-Killing

This time some bronchial imbecile in the sudience timed arough an expension of the point of the sudience timed to the point of t

is note. This had to be it. He turned and mugged at the transport of the t

#### **Our Minister of Humor**

By LOUIS NIZER



Always treat your enemy well—you made him.
Always appreciate your freind—he made you one.
I am about to appreciate a friend, but there is no favoritism in what I write because he is the friend of more people than almost any other person in the people than almost any other person.
I have been been been been been been been with the people than almost any other person which has gone quite unobserved; It is the tradition of having a humorist in every generation, who becomes a world has established quite such a line of aristocracy.
This is significant for it is the escance of democracy that we should us the truth about our leaders and ourselves without bittemess or factionalism. Only a humorist can punch you and make you hugh at the same time.
We never formally elect our folk heroe humor, but like to use the analogy of the Court Jester because our folk heroes have incure been buffonns. Maybe poet lauring the person along line of royalty and royalties.

There was Josh Billings, the master of folk humor. He

royatties.

There was Josh Billings, the master of folk humor. He once wrote: "There are very few good judges of humor and they don't agree."

There was Artenus Ward, who excelled in shrewd colloquialism like: "I am no politician and my other

colloquislism like: "I am no politician and my ource habits are good."

There was Mark Twain whose works are an eternal nostaliza for boyhond. His writing was not only auto-biographical, but part of the biography of America. There was George Ade whose fables in slaing enuiched our language until we called it American slanguage. He combined old wisdom with new idiom.

There was Robert Benchley who wrote the humor of the common man cught in the toils of divilization. He was America's Leading writer of nonsense for nonsense's sake.

Re. There was Ring Lardner, the explorer of the American alect, the melancholy analyst and the mad wag. He eated a composite of American and English which some lled "Ringlish."

created a composite of American and English which some called 'Ringlish' of Calaunce') Depov. the master of gracious humor; Will Rogers, the homespun philosopher, and Irvin S. Cobb. the great stoty-releir.

The latest in the line of 'this great tradition, and our control of the control of the control of the control of the United States but, more important, when he walted the control of the United States but, more important, when he walted the control of the United States but, more important, when he walted the control of the United States but, more important, when he walted the control of the United States but, more important, when he walted was the control of the United States but, more important, when he walted have the control of the Control o

an, and his duistanding trak is kindliness; being good-mored about humor. He is a unique figure in American life. All too often, we save our evaluation of our folk heroes till after they have gone. Let's stop hoarding our sen-mentality and acknowledge now that we have a minis-r of humor moulded in the greatest tradition.

#### Phoney to the Duke of Windsor

By H. ALLEN SMITH -

By H. ALLEN DRILLIN

Not long aga I was reading one of our metropolitan journals when by pet fell upon an item reporting that the Dakes when by pet fell upon an item reporting that the Dakes when by pet fell upon an item reporting that the agreater sum per word than any other writer had ever received in history.

Yeh? I don't know how much money Life gave him for the three long install-gave him for the three long installed than a million bulker hour thing less than a million bulker hour thing less than a million bulker had been a mi

ments, but if it came to anything last than a million bucks he's still only a runner-up. Want to know who the chang is 1 am. million bucks he's still only a runner-up. Want to know who the chang is 1 am. the change is

the Duke of Windsor.

One day in early January of 1947 Fred Allen was a guest at my home in upper Westchester County, During the afternoon he engaged in a long and hilarious monolog concerning the tribulations of a top comedian in radio, Among other things he made acertion of the fact that he was having a terrible time getting adequate guest stars to appear on his radio.

Impulsively I spoke up. "I'll be a guest on your pro-ram," I said, "provided you let me write my own script." He surprised me by showing immediate interest. "Do ou have an idea for a script?" he wanted to know.

"Sure " I said. "Swell! How long will it take you to write it?"

"Swell How long will it take you to write it?"
"I can write it right now."
"I got paper and penell and wrote one line. It was I have nothing to say.

I have nothi

program.

#### Colossal Conference

There was the usual script conference a few days before the broadcast, attended by an assortment of network people and representatives of the sponsor and the above people and representatives of the sponsor and the above people and representatives of the sponsor and the above people and representatives of the sponsor and the above people involved, people with authority and nothing to exercise it on. Somewhere along the line everything people involved, people with authority and nothing to exercise it on. Somewhere along the line everything one care, at my single line, and a dozen heads went to were care, at my single line, and a dozen heads went to were on it, trying to puzzle out ways of changing it, and finally one of the master minds got it. Instead of I have solihing to say he decided it should be I have nothing behieve to say he decided it should be I have nothing behieve the revised script. I knew nothing about it until I arrived at the studio just before the program; and even that I hought nothing of III—the addition of the word behelved brought neither anguish nor joy to my breast. I secreely to the supplies of the control of the supplies of the supplies of the supplies of the supplies and a few who have a theory that I was so drunk that I conlide the any and the supplies of the supplies

eran memners of that bored reterrity, the combined as well as the combined as week after the horadesst I was started when a letter came informing me that I was being gold \$800 for that one line. I protested. I said I had expected nothing and wanted nothing and would take nothing-that the publicity for my books was easily a sufficient wags. But the protests were ignored and the money was sent low and I kept. Then, quite suddenly, it occurred to me that this thinf was a major literary achievement. I dug up an old atthe was a major literary achievement. I dug up an old atthe was a major literary achievement. I dug up an old atthe medic which my children had used in elementary schol medic work with pencil and paper, and in the end figured that I had been paid \$83.33 per word.

#### Bar Assn.'s Copyright Study

Newly-created copyright committee has been named by the American Bar Assn. to delve into proposed amendments to the U.S. topyright laws directly affecting show hit, particularly with respect to forcign relations. Among the urgent changes which the committee will small is a proposal to reduce registration fees of \$4 one protesting the boosted rate because of the dearth of remitshed dollars in foreign countries.

Named to the committee of legalites are Max Chopnick, chairman, Herman Finkelstein, automey for the American Society of Confessional Assn. of Broadcasters; and Sum Bass Warner, U.S. register of copyrights.

Recent rise of television poses numerous tangles in international copyright law which the lawyers will study. Proposed study by conceall revisions will also capture the committee's attention.

#### Please, Mr. Exhibitor, Stop Killing The Audience!

By IRVING BRECHER

Let's face it, there's more to the decrease in the sumber of fine patrons than bust elevation! Or even your relutures. We would not suit the sumber of the patrons than the substitution of the sumber of the patrons where the patrons are the sumber of the patrons where the sumber of the sumbe

#### Figures Don't Lie

Figures Don't Lie

My question put squarely to all 11 geople, was subtly phrased, so
a not put them on the control of the properties of militeding reply.

Question: Why have you stopped going to the movies?

Answer: "What are you, cray or somethia? Shuttup, I can't hear
the picture."

Answer: "What are you, cray or somethia? Shuttup, I can't hear
the picture."

I will spare the slight error of conducting my poil in the belicony
of the control of the co would see the see that I weight well over 100 pounds, so I decided to humor him.

"What have you got," I asked him.
"Value for featuring marinated herring, gedaemte rinderbrust, noodles Grauman, and apple strudel Skouras."

I really wasn't hungry. "I'll just have apple strudel, please, and a cup of coffee."

I really wasn't hungry. "'Ill just have apple strudel, please, and a cup of coffee."

I was a sum amile, the mid and a cup of coffee. The waster smile, the kind the everther was a complete to the covernment cracked down on blockbooking. "You'll take the whole dinner or nothing. A fine gross we'd do if we let you wiseguys pick your own dishes."

But I don't like gedeamter innderbust," I pleaded. "And herring a complete the properties of the complete the com

an ulcer. Now I'm on a milk diel, and my occus one week. That leaves me \$11 for all my other living expenses. And I'll never go to a movie again."

The other I or replies indicated that selling candy, popcorn and regular than the selling and the selling for the selling fit of the selling fit

#### Nuts to 'Conditioning' and 'Audience Penetration'; **Vet Ballyhooer Explodes the Hooey**

By TERRY TURNER

An ad agency exec, appointed by a film company to guard its destinies, called all the studio flacks together for a general confab, then opened up with this classic: "There is no difference in selling the public a can of soup or a can of film," After dronning that

After dropping that pearl of wisdom, he proceeded to "ehart up" the joint, so that at a glance, the boss, or anyone interested, could follow a line to discover "who had been see-ing his pictures," then transfer to a second line to discover

to a second line to discover "who was not seeing his pleture." and if he was not dizzy
by this time, follow another line
to discover his "potentials." Or
Terry Tunner
following the charts, he could
call up the treasurer and find out in dollars and
ents how many did see his picture, then subtract
from a neighboring gross to ascertain just who did
story and east for his next man he look over his
story and east for his next may be found
good idea of how many would want to see his next
picture.

spoot may even the series of t

In these days of high stress, rising costs and with income leveling off to its pre-war status, maybe we should start with that ad agency exee who says, "There is no difference between selling a can of soup and a can of film" and sort of take him apart.

No one will deny that agencies can sure sell cans of soup, whether it be by radio, newspaper or maga-zine advertising, and I, for one, think they do a grand job.

grand job.

BUT . . . what the ad agency man forgets is that his can of soup is on the market and on the grocer's consistency of the construction of the construction of the construction of the can of film is only ready for consumption in any given market a very limited period of any time of the year, perhaps a part of a month and perhaps even part of a week.

even part of a week.

A magazine ad for soup is fine and dandy any time of the year, because soup is always available, but advertise your can of finit not far in advance to the year. The properties of the part of the part

Don't get me wrong. I am not against advertising agencies, who have done so much for industry in general, but there should be a limit to their influence in a market and field they know so little about. ence in a market and field they know so little about. I like magazine advertising, but even that has its limits. I like radio, and I think I was one of the first to apply its mighty pressure to the advantage of motion picture exploitation, but there are pictures that do not fit tinto extensive radio campaigns and even pictures that magazine advertising is

New phrases have had their effect on producers, such as "conditioning the public," or "stressing public importance" (together with the producer's name the age of the producer's name the producer's name the producer's name the producer's name that the producer's name the producer's name that the producer's name that the producer's name that the producer's name that name the producer's name that name the public "campaign. Now the series is important. The first is to catch the eye of the star,

FURNER particularly if that star has any real interest in the picture. The second is the one with the producer's name in 100% type. Then there might be a series (a) with sex, and the clinct, (b) without he series (a) with sex, and the clinct, (b) without he series (b) with sex and the clinct, (c) without he series (a) with sex and then they are loaded off in New York to get the reaction of the sales department and the Eastern Advertising. Publicity and Exploitation Departments. There is a hustle at this time to reserve since no more by this time) and those Eastern Departments better make up their minds quick, or some other company will beat them to their space. The fact that the picture might not be on the rebecause (we want the public to get the feel of time picture). Now what hoppens?

Months pass (the folks have been conditioned)

because (we want the public to get the teel of the second to the public to get the teel of the second to the public to get the teel of the public to get and the picture is ready to open. The chart boys are as busy as bees with their high averages of "folks who want to see," and "highest penetration in years," and really, everything looks quite rosy. The public has been concept to give this turkey a little push in Souce-make", and goes out the answer, "We must stop somewhere. Your public has been conditioned, your penetration in the highest ever, and if you opened catch a cold." Now you relay this information to the exhibitor, who somehow didn't set "conditioned in this new erra and process," and he gives you the second to the public thinks you have been drinking a little too much. And you almost wish you had.

Nothing can be done because you really must stop

too much. And you almost wish you had.

Nothing can be done because you really must stop spending some time and you did that about six months ago. So you take your pin money and dismosting the spending with the properties of the

#### The Switch

The Switch

Now comest the "its" and the new campaign. Instead of having Gloria Milksop wave a banner she gives Harold the bunnylug and we have a new campaign in a jiffty, and somehow they scare up a little money and we try it all over again. The angle of the state of the state

Any man, or any agency, who still persist in thinking that a can of film can be sold on the same basis as a can of soup is doing this business, and, as a matter of fact, his own business, a very grave in-

matter or tact, his own business, a very grave injustice food, solid campaign never consists of paid
advertising alone, or of radio alone, or exploitation
alone. It is the blending of these three elements,
evenly divided, both as to cast and effort, that make
a good, solid campaign. Go overboard on one, or
time it wrong, and you are in trouble.

There is another element of business that is not
there is another element of business that is not
energiable of the control of the control of the control
had its the habit a family may have of going to the
neighboring movie, on a certain given night, irrespective of what the film might be. Certain big companies used to recogine this fact and nottifed this
source of business through a weekly mailing piece,
outdated but Mom and the kids always gave it the
orice-over, and if it happened to bring the news that
a picture they really like was going to come around,
you can bet they didn't miss that week.

This is a grand business, and it will continue to

you can bet they dion't miss that were.

This is a grand business, and it will continue to
be a healthy business, despite radio, television or
any other (orange of a musement that will help, and
to the knowledge that a greater bulk of our advertising money will soon have to be expended WHEN
OUR CAN OF FILM, as in the case of THE CAN
OF SOUP, is on the shelf and ready for sale, with
a little less "conditioning" and "penetration" when
your merchandies in not ready for sale.

#### REP. MARKS NEW YEAR WITH PRODUCT UPSURGE

WITH PRODUCT UPSUKGE
Hollywood
Production at Republic would
Production at Republic would put to do year
Production at the production at the Italy would put to a term would put to do year
Production at the production at the Italy would put to a term would yet with the production at the Italy would put to a term would yet with the production at the Italy would put to a term would yet with the production at the Italy would put to a term would yet with the production at the Italy would put to a term would yet with the production at the Italy would put to a term would yet with the production at the Italy would put to a term would yet with the production at the Italy would put to a term would yet with the year at the Italy would coordinating to an extended your fail for the Italy would put to a term would yet with the year at the Italy would put to a term would yet with the year at the Italy would put to a term would yet and y

#### Leo Winds Year With BIG ARRAY OF PIX NAMES 8 Pix Lensing, 2 Testing FOR PRESS FOTOGS' BALL



# CENTURY-FOX

# LEADS

the entire industry on Motion Picture Herald's list of Boxoffice Champions... on Variety's Scoreboard of Hits...on Film Daily's 10 BEST Poll...on Boxoffice Barometer...the top feminine boxoffice star, Betty Grable, and top boxoffice new male star, Richard Widmark, on Showmen's Trade Review Poll...

your lead for 49 from the leader!



# Snake Pit

New York and Chicago success repeats in Los Angeles, Boston, San Francisco!



# YELLOW SKY

Leading in drama, action and boxoffice thrills from coast-to-coast!



# Wonderful URGE

Obey that impulse...book it for that wonderful boxoffice surge!



# Chicken Every Sunday

That treat for every showman every day!



Letter-perfect entertainment for comedy and romance!



# DOWN TO THE SEA IN SHIPS

Thar' she blows . . . stars, story and spectacle!

## Anyone for Tennis?

In all seriousness folks, as the nightcub moints say just before their biggest joke, I would like to form a society of originates to take measurements of the seriousness of the serious



now...
But our heavy satire failed to scourge this tired tableaux.
Couldn't we take a standing vote against the:
KIDDIE PROLOGUE?

KIDDIE PROLOGUE?

KIDDLE PROLOGUE?

It always takes place on a windswept moor on the corner of Stage 9. The moor is usually overdone and the child actors under-relatered. They plue their pred Bewen top above betraying the fact that they are members in good tanding of the Meglin School for Kiddles. A vest pocket Freddie March, with a mon of unruly cuits from the maker of the control of the state of

(watching her Mother off scene, who is wasing enouragement to her daughter hoping this was the will be another Shirtey Temple, so that she and her husband will never have to work at Lockheed again.)

An actor?

MEGLIN BOY Naw, Orson Welles.

BECKY

(bursting into tears)
But I want to be Rita Hayworth!
MEGLIN BOY

That's fine if you can make the grade. But what's sere to cry about, cry baby?

BECKY

(sobbing as though her little heart would

well, smartie, supposin' I'm at Columbia and you're at Fox, and we never even meet, because they won't loan you out! loan you out!

MEGLIN BOY
(his inherited bad blood manifesting it-

(his innerited bad blood manifesting it-self. With a snarl)
Aw, I'm sick of your fears. I hope that when you grow up Harry Cohn never puts you in anything but B Budget stinkers!

Budget stinkers!

BECKY
(screaming with terror)
Oh, God. no, Orson—you don't know what you're aying! You can't put a curse like that on me! You

can'll.

Maglin boy leaves her weeping inexpertly on the paper mache rock, and he goes off to the rehearal hall to learn his buck-end-wing, so he can play Goorge Murphy at the age of 10 'when he was a crippled newboy.' Before he served he is dready boning up on his next part about the stretch he is arready boning up on his next part about the stretch he was utlered it spoing to make Joan Fontiam miserable for nine reeds before she can make Joan Fontiam miserable for nine reeds before she can make Orson realize that he must give up his role of REBEL, and that she loves him even though he comes from a lower station. Pasadena to be exact.

Then there's the 8-reel buildup to the letdown. Can't

Then there's the Seeel buildup to the letdown. Can't we do without.

THE HERO WHO DRINKS BECAUSE HIS COUSIN SNICKERED DURING HIS BABMITZVAH SPEECH AND HE'S NEVER GOTTEN OVER IT?

HER HERO WHO DRINKS BECAUSE HIS SEED AND HE'S NEVER GOTTEN OVER IT?

WHO WE HE SEED HE SEED

THE OTHER WOMAN

Listen, fellow screenwiters, I am the last person in the world who wasts to think up something new, but can't we get a fresh slant on WHY HE GOES BACK TO HIS reasons why he does:

a. The Breen Office wants him to go back.

think of one good reason why he leaves Lana

Turner and goes back to ZaSu-Pitts, who is waiting at the door of the cottage, holding an indifferent apple pie which she pretends she baked herself. 'Actually she ran down and bought it at the corner grocery when she heard of

Anniversary

Isn't it high time to retire to the memory books:
THE GUY WHO GOES TO PIECES IN:
(a) A SUBMARINE: (b) A PLANE;
(c) A MINE CAVEIN.

Jack Holt used to slap his face to quiet him. Now it's Clark Gable's job to do it, jaw muscles working overtime. (And the Union now demands time and a half for this.) "Pull yourself together, boy—this isn't a Sunday School pienic."

picnic."
This same fellow who slaps people also has the dirty job of counting the planes as they come in, because it's his responsibility to order men into a fog so thick that you can't see your hand in front of your face. Irving Brecher tried to consign one phase of this mawkish bravado to the cluema scrap heap by including in a Marx Bros. film the

following:
SCENE: A train, and the Brothers Marx were burning everything in sight to fuel the woodburning locomotive. When Harpor napsat Groucho, carrying an empty orange box above his head, Groucho commented: "It's not fair to send a kild up in an old crate like that:" The situdio scissored it out, because it would have ruined their new \$2,000,000 at 100.

Can't we give a rest to:

Can't we give a rest to:

THE BREAKING DOW OF INHIBITIONS ROMANCE
(emate)

Miss Peevey (trene Dunne, Levetta Young, Jean Arthur)
is a small-fown schoolteacher who also sets as librarian
atter hours, and tends bar in a refined hotel at night. She
goes to the blg city to lay in a new supply of girl's hockey
sticks, then who should she meet but Cinick' Milland, sets, the state of th

#### THE BREAKING DOWN OF INHIBITIONS ROMANCE

THE BREAKING DOWN OF INHIBITIONS ROMANCE
Ray Milland, this stindle?
In books, 'Illi one day when he truns out of books and has
no books, 'Illi one day when he truns out of books and has
fuses him, until demon girl reporter Jean Arthur, known
se 'Chick' Arthur to the boys on the Evening Kronsheit,
helps him across the street. At first he resents her, not
anting to feed dependent on a female because he has
him down in ONE MAD NACHT:

a. They dance in their bare feet using the same set
which is still standing.
b. She introduces him to a lot of crazy characters from
the newspaper world who borrow money from him,
c. They ride home on a milkwagon and being a professor, he philosophically quotes Milton on Milkwagon.

wagon.
d. They wake The Old Gossip next door, They laugh, which brings them etc., etc., ad nauseum.

"COME HERE MR. BLOOMGARTEN, I BELIEVE I HAVE JUST DISCOVERED LAUGHING GAS!"

"COME HERE MR. BLOOMGARTEN 1 BELIEVE I HAVE JUST DISCOVERED LAUGHING GAS:" Hollywood has found a formula for the film biography of the composer, and every month sees Ernest Ball, Harry Yon Tilzer, or Tschalkowsky roll off the assembly line, but the inventor's life is still a tough nut to crack. It fear that the inventor's life is still a tough nut to crack. It fear the biography of Sam Daisy, beloved father of the Daisy Air Rife. His real life was relatively unevenful. His reel life must be pumped full of dramatic heart-grosses, why should we make it any easier for Sam Daisy? Put some conflict in it, boys, and let's have it by Tuesday!" So Sam's life is an uphil struggle full of reverses. But say on the should we make it any easier for everses. But say the structure of the should show up but a Mr. Beebe (Cesar Romerce We are also as the should show up but a Mr. Beebe (Cesar Romerce We compared to the should show up but a Mr. Beebe (Cesar Romerce We we have the patent and calls it The Beebe Gun.

It is a sad day, that day 30 years laier when Sam and Lair, watch we build be shown to be a should show the build be should show the should should show the should

omes over him and in a moment of madness he takes a ip of champagne. Result: He loses his next 79 fights

sip of champagne. Result: He towers has hear to Hears in a row!

Climax: It takes all Joan Leslie and Jimmy Gleason can do to straighten him out so he can win the champion-ship; Gleason getting so excited during the 14th round that he pounds a strange man and the term of the heart of the he

SONGWAITER VERSION ON TIPTOE THROUGH
SONGWAITER VERSION ON TIPTOE THROUGH
Estainlist. TIN PAN ALLEY
Estainlist. TIN PAN AL

never stops to find out if the young man already has a publisher. He just assumes that he hasn't!

The next night Haymes surprises the audience and Joan by returning to the boarding house an unhappy man. But ain't your songs going into the new Norn Bayes Show, The third your songs going into the new Norn Bayes Show, The third your songs going into the new Norn Bayes Show, The third you have the stare of the producer wants Bayes to sing them. Just because she's the star. It's downright unfair. She thinks she's the whole cheese. Well, I'll take my songs back!"

"You'll do notlfing of the kind, darling," says Joan bravely. "She only has your songs—but I have you and bravely. "She only has your songs—but I have you and bravely. "She only has your songs—but I have you and have part on the day of the your song to the she want to the your song to the your song to the she you have you have

INFIRMITY TYPE FILMS OF IF YOU WISH LONG ENOUGH AND STRONG ENOUGH SOMEONE WILL PAY YOUR HOSPITAL BILL

PAY YOUR HOSPITAL BILL.

I Just want to point out an apparent injustice. It seems that the only ones who regain their sight and throw away their crutches are the pretty stars of the picture. Soldow hope to receive the medical attention Leo Genn lavishes on the leading lady.

And why is it that when a hero is shot in a war epic, it's always in the front, never in the rear?

#### CIVIC CAPRA TYPE CINEMAS

CIVIC CAPRA TYPE CINEMAS
Why is Hongest Mayor Regis Toomey unaware of:
1. Graft and corruption, and 2. Disease-breeding stums
in his city, until, a, An-11-year-old boy brings this to his
attention? or b. A 9-year-old gtrl, or c. Elizabeth Taylor,
his daughter, coaxes him into cleaning up the town, or d.
Jimmy Stewart; who takes 9 reels to do what Taylor can
do in one. Of course in all fairness, Jimmy does have to
cope with Lionel Barrymore who is so mean he'll cross
the street in his wheelchair just to run over a centipede
who's minding it's own business.

#### THE MOST UNFORGETTABLE SCREEN CHARACTERS

I'D LIKE TO FORGET

Mothers of Italian Gangsters, "Take Tony da hota soupa before he gets da hota seata. Tony always, a gooda boy, never a bada boy. Bada company dot's what!"

He's such a good boy that in the next moment, when the detective finds him in the bromoloset, the uses his Mother for a shield, shoots 14 cops and 29 innocent by standers, while the Mother keeps babbling for him to drink his hota soupa.

And let's joln forces to have a minimum of:

THE SCATTERBRAINED SCIETY MOTHER
Who neglects her love-starved children, Katherine Hepburn and Bruce Cabot, and who would lose her annuities
if they weren't tied on!

THE MOTHER WHO IS NO BETTER THAN SILE SHOULD BE

Why must the Mom who has come to no good always be a blonde? Don't brunet mothers come to no good too? The inevitable Chesterfield always dangles from a lower lip as she weeps into her gin, and brushes a tear from her gow with, a corner of a maribou neglige, a gift kome to the standard of the standard

And of course we mustn't forget:

nd of course we mustart-forget:

THE LITTLE SCHOOL TEACHER FROM THE EAST
WHO BRINGS LAW AND ORDER TO TOMBSTONE
BRINGS LAW AND ORDER TO TOMBSTONE
FRINGLING THE DESIGNER AND THE PRINCIPLE OF THE

I would also like to make as extinct as the dodo the fol-lowing crashing bores: THE PHILOSOPHICAL BARTENDER While Dan Dailey is sating his heart out over Betty

alley is eating his heart out over Betty (Continued on page 54)

#### Journalistic Vagaries

#### Some Yankee and John Bulls

By BOB CONSIDINE

News Service Staff Correspondent)

Presumably because of my closeup of the Olympics this summer, it was suggested that I do a piece affixing a gimlet eye on British journalism.



(Internation

inc eye on British journalism.

No. that is, except for a brief comment on how head-writers on the regular London dailles treated the appailing defeats of British athletes and the second of the second large and the seco

bley Stadium did what they could to soften the blow of successive disasters.
When a kid of their's named McCorquodale finished third to our colored speedsters, Harrison Dillard and Bar-ney Evell, in the finals of the 100-meter sprint, one of the London papers proclaimed:
McCORQUODALE FASTEST WHITE MAN

British readers also must have had their hopes lifted by this head: MANLEY BREAKS WORLD RECORDS

Then, of course, there was that notable tongue-in-cheek beat in the Them. Of course, there was that notable tongue-in-cheek beat in the Them. Of course, there was that notable tongue-in-cheek beat in the Them. Of the Them. Of the Them. Of the Them. Note that the Them. Note that the Them. Note that the Them. Of the T

#### Bertie McCormick Frixample

Bertie McCormick Frixample

The Chicago Tribune's Scolumn steamer, announcing Dewey's victory over Truman, has long since become a collector's Item. When I slast tried to buy one the price had risen to \$30, which is a little stiff for one copy of the state of the state of the state of the control of the state of the state of the state of the control of the control

#### Joe E. Lewisims

Things I wish I said—and I probably will if the

Things I wish I said—and I probably will if the situation coincs our favoire ad-libber in a night club. His bon mots are classics.

He looked at a pest at ringaide who was a mess and remarked, "You leave a bad taste in my eyes." Hooper of the show, "sing he ribbed, "They took a Hooper of the show, "sing he ribbed, "They took a Hooper of the show, "sing he ribbed, "They took a He, looked at a mottey mot one night and said, He, looked at a mottey mot one night and said, which was the short of the show the show that they have the short of the show the short of the short want to look at these short with the short of the short want to look at these short of the sho

He introduced me as an author and added, "I didn't write a book but I helped support one for many years,"
—Joey Adams,

#### Famous Curtain Lines

Remembered By JOE LAURIE, JR.

Just think back, my brother middle-agers, to the time when you were a kid and hung your unshaven chin on the iron rail of the gallery of your local theater. Your eyes were placed to the curtain while your hands were minutes when the lights were dimend and the curtain rost. Your heart best faiter as you, gazed down to the lighted stage at the bread and butter of showbasiness, the stage of the bread and butter of showbasiness, and the right of the stage of t

Let us stick our chins on the iron gallery rail again, open the bag of peanuts and listen through Time's hearing aid to the great curtain lines of the past:

"As an American Soldler, I am bound to protect a woman's hono!"

woman's nonor:"
"We uns wimmen up in the mountains works for weuns livin': we uns sells, herbs and sich like, but we uns
don't sell our wimmenhood!"
"What can this man offer that I can not?" "A true man's

"What can this man offer that I can not?" "A true man's or "Dop that gun Allie, I have a cramp him my trigger-finger and this gun or mine is liable to go off!"
"Theit" "Theit" "That's a hard word, Lucy!"
"Let this be a warning to every man, be he high owlow, it was a summary of the control of the control

"Who are you?" "Hawkshaw the Detective?" ("Ticket of Leave Man.") gave a child a penny or patted a dog on the head!" ("A Noble Outcast.") "Frank Slade, you have killed YOUR OWN FATHER!" "Frank Slade, you have killed YOUR OWN FATHER!" ("Io Nights in a Barroom.") "Garvest." ("Io Nights in a Barroom.") "A rotune in my grasp and the song of a bird made me apusper!" ("Roundoc.")

a pauper!" ("Roanoke.")
"If I can't have Law then let me have Justice, and If not
Justice, then let me have Revenge!" ("The Celebrated

Case.")
"We shall have cause to bless it, for it will bring long sought sunlight to our lives!" ("Under the Gaslight.")
"Be alsy, Father. Sure he'd rather have the irons on his hands than the sin of a lie upon your sowl!" ("The

"The sweat from of our brow is crystalized into diamonds to hang around her throat!" ("The Lost Paradise.")
"Nobody seems to want to give a man food, though there's always somebody to give him whiskey!" ("Man's

there's always someowy to as the proper shadow, the proper shadow, and on thy head—yea, though it wore a crown—I launch the curse of Rome!" ("Richelleu.")
"Genllemen, this lady is my wife. For her truth, her honor, I'd pledge my life. Again I say, that faith, her honor, I'd pledge my life. Again I say, that at the proper time and in the proper place." ("The Banker's Daughter.")
"Silence! It is to save her honor!" ("The Planter's Wife.")

Wife." "I have paid that woman and I owe her nothing." "You lie, you owe me Revenee!" ("Cantille.") "O Joyce! Leave me to me grief. See here—my child is dead! And never knew I was his mother. I don't care what I've been, I am his mother still. Oh, my child—my child—my heart will break. My heart will break." ("East Lynne.")

child—my heart will oreak. Sy heart will oreak." ("East Live "Sy heart will oreak." ("East Live "Sy heart will oreak." ("East Live "Sy heart will oreak.") ("In the last my people of Mount Ebal spoke, so I speak thrice, Ameri Ameri "C'Leah, the Forsaken.") "Stand back, Don Andre, or with one pull of this lanyard 'Ill scatter death and destruction is your midst." ("Under "O'ull have to prove that, and, until you do the Law alone can take her from me!" ("The Noble Outcast.") Irishman—"Before you kin do that ye!! have to face. "We weep for the death of little children, but to see them grow unto cynical mcn and wordly women is a far sadder sight to see, after all." ("Mothes.") "Curse her, she has betrayed me!" ("The Lights o' Lewis her, she has betrayed me!" ("The Lights o' Lewis "The Lights o' Lewis "Lewis "Lewis

Tis true, nothing can save us." "Yes it can." "What?"

#### B'way Columnist Wonders **How Readers Must React**

By LOUIS SOBOL

Pre often wondered about the lads and gals who live away from New York but keep hep—oh, how they keep hep—with all that's going on in the tumultuous metropolis by reading the columns. These must be the impressions of a country counts who has never been on Breadawy but of a country counts who has never been on Breadawy but the contract of the country of the country

emopy, are too, too nilarious. Broadway varms with unhappy looking fellows carrying lighted torches. Headwaiters are stern, aloof and artification of the control of paper from eager admirers, all conveying starting intimate information. J. Edgar Hoover, Walter Winchell, Morton Downey and Sleve Hannagan dine nowhere else but the Stork-Toots Shor is going to be a Cabinet member. Toots Shor is going to run the New York Yankees. Toots Shor hats Joe Di Maggio's weekly psycheck.

Toots Blor banks Joe Dl Magglo's weekly paycheck. Dance hall hostesses always marry heirs to millions... Every rhorus girl has a heart of gold and supports a matter, at faders and an under who is blind... The only matter at the state of the state of the state of the lifetime state of the state of the state of the lifetime state of the state of the state of the lifetime state of the state of the state of the lifetime state of the state of the lifetime state of the state of the lifetime state of lifetime state lifetime state

come high hat and smub the columnists who "discovered" them.

by contribute heavily but anonymously to charities. ...

ally contribute heavily but anonymously to charities. ...

borothy Parker and Million Berle never play straight—
every casual remark has a punch line. ... Jack Benny and
Fred Allen usually come to blows anytime they meet either
in New York or on the Coast. .. Sherman Billingsley walks

bottle of perfume in the other, depositing them personally
at every table occupied by a pretty girl Only famous

people ever dien at 21 or the Cobny or El Morocco.

be does find out after a few needs around from the condient of the control of

"The strong right arm of a backwoodsman!" ("Davy Crockett.") 'I swear for this to make Rome howl!" ("The Gladi-

ator.")
"There's only one way to live; that's accordin' ter Scriptur." ("Way Down East.")
—to melt them like wax in the fire of my vengeance!" ("The Middelman.")

"—to nelt them like wax in the fire of my vengeance!"
("The Midelman.")

"Yeh the mother, but I'm danned of I'm agoin' teh let yeh nurder the child." ("Shore Acres.")

"Yeh the mother, but I'm danned of I'm agoin' teh let yeh nurder the child." ("Shore Acres.")

"Go home, stop drinking, be somebody!" ("The Old Homestead.")

"Go home, stop drinking, be somebody!" ("The Old Homestead.")

"Wherever I've pulled up you'll remark I've always play of agune the stop of the type of the stop of the stop

an more behold ye." ("Hazel Kirke.")

"We aint got no manners but we can sight like helit"
("The Ensign."

"We aint got no manners but we can sight like helit"
("The Ensign."

"An, if women had the vote there would be no liquor to destroy our children!" ("The Volunteer Organist.")

"An, if women had the vote there would be no liquor to destroy our children!" ("The Volunteer Organist.") will shake will be the hand of the workingman!" ("From Rags to Riches.")

"Damm the American Flag." "Take that buck, you cur!"
("He got my real rise."

"The most post like."

"Adrain and I will leave this sad earth and pass hand in hand to Heaven." ("Richelle.")

"Outers on you both! Fooled: Duped! And triumphed "Cures on you both! Fooled: Duped! And triumphed "She had sinned and came to me!"

"She had sinned and came to me!"

"Take that diamond necklace off. Take 'em off, there's a curse in every stone!" ("Lights o' London.")

your beauty!" ("Marble Heart.")

"I'm going to Boston and when I come back I'm going to make it my business to see her. And if she can't look up I'm coming heeld!" ("Pad in Full.")

Ye sir, each one is a bead on Memory's Rosary. In this bubble-gum age we have great shows and great this bubble-gum age we have great shows and great light with dreams of kiling villains and protecting boomanhood! A show that made you make a sooden sword with yours lift dreams of kiling villains and protecting boomanhood! A show that made you make a sooden sword with yours lift dreams of kiling villains and protecting boomanhood! A show that made you make a sooden sword with yours lift, where me show that would make you go to the cupboard and steal two-bits out of the old coffee pot so you could go to see them there would-ryll actors in them there would-ryll stone.



ALL HEDY... AND READY FOR LOVE!

It's the Laugh-Affair of Their Love-Time . . .

The Screen's Top Comedy-Romance of the Year.

LAMARR CUMMINGS



Lets Live a Little

with ANNA STEN

ROBERT SHAYNE - MARY TREEN + JARRY ANTRIM + NORMA VARDEN PROduced by EUGENE FRENKE and ROBERT CUMMINGS - Directed by RICHAR WALLAGE 1 ASSOCIATION FROM THE PRODUCT IS CONTESSAM - Screenagley by Howard Irving Young - Edmund Hartmann - Albert 1, Oben - Jack Therey Original Story balbert 1, Coden, and Jack Harvey A UNITED CALIFORNIA PRODUCTIONS, Inc. Picture - An EAGLE LION FILMS. Release

SAVAGE TRUTH He Walked

Made in the Powerful, Fact-Filled Box-Office Tradition of "Canon City" and "T-Men. STRONGER THAN FICTION!

FROM THE HOMICIDE FILES LOS ANGELES POLIC

RICHARD BASEHART SCOTT 'Canon City' BRADY

James Cardwell - Jack Webb Produced by ROBERT T. KANE Directed by ALFRED WERKER BRYAN FOY PRODUCTION AN EAGLE LION FILMS PRESENTATION

SUSAN HAYWARD - ROBERT PRESTON PEDRO ARMENDARIZ in

Color by TECHNICOLOR! Produced by WALTER WANGER "SCOTT OF THE ANTARCTIC" Color by TECHNICOLOR!

A J. ARTHUR RANK Presentation

"THE RED SHOES"

Color by TECHNICOLOR! A J. ARTHUR RANK Presentation

#### FROM EAGLE LION IN '49!





With Live Action ... Animated Puppers! (TRED STALLION IN THE

ROCKIES"

"THE BIG CAT"

LON McCALLISTER - PEGGY ANN GASAER PRESTON FOSTER - SKIP HOME FF



WONDERLAND"

In CINECOLOR!

Anniversary

#### 'Right in Your Own Home'

tramp in his shack, on the grounds that the hoyel did not have a tele-

vision set.

Never before had national morale been at such a low ebb. F
sust sat home and groused and growled. They hated everybody.

Then Calvert Switched

It was a milk relieve men control of the provided. They hated everybody, just sat home and groused and growted. They hated everybody, just sat home and groused some control of the provided in the second of the provided some control of the provided some and the second of the provided some control of the pr

\*NOTE: This article was rushed to press at the last minute. The author was busily waiting for his television set to be delivered.

#### Kupcinet

appearing at Chez Paree when he arranged for an appointment with Seymour. But at the studio he discovered he'd have to wait until the photographer got through studying the Racing Form and phoning in his bets.

tine Racing Form and phoning in this bets.

The city Carney came to the body and the state of th

Mary Llvingstone's Crack

Mary Livingstone's Cracs.

One of Mary Livingstone's finest ad libs occurred right in Chicago, which in listed is a tribute own. The Jack Bennys were dining in the Pump Room one night when Milton Reynolds, the pen manufacturer, dropped by. Reynolds presented Benny with a dozen pens to pass out among his fried-wrondish services.

seated Benny with a dozen pens to pass out among his friends.

A few minutes later Reynolds and apologized to Misc Livingstoreup of the Benny's table and apologized to Misc Livingstoreup on the seates of the seat



APPEARING Paramount's "ROWFUL JONES" WITH

Management: 1 FSTER LINSK

#### 'Rio' Ton Grosser

This that hit the bigtime during the year by grossing \$1,300,000 or more-Metro was again the leader of the year by grossing \$1,300,000 or more-Metro was again the leader of the year by grossing \$1,300,000 or more-Metro was again to lead to the year of \$2,500,000 lt was followed by 2016-70x, RNO, Parlmount, WB, Universal, Columbia, Universal, C in Los Angeles to find out what happened to the trunk and Miss Perrigo was calling New York to herald Miss Crawford's approach. herald Miss Crawford's approach.
While all this telephoning was
going on, I was eating what I
thought was spaghetti, but what
turned out to be criss-crossed telephone wires. With a little sauce,
they don't taste bad.

bone wires. With a little sauce, they don't taste bad.

The "enystery of the missing runk" finally was solved. Through it was a control of the control of th to fifth.

RKO, incidentally, which distributed the top-grossing picture of the year during both of the previous two years, was joited out of that honor in 1948. It doesn't appear on the list of high-grossers until No. 21, when It enters with Samuel Goldwyn's "Bishop's Wife" at 83,000,000.

at \$3,000,000.
All figures represent domestic (U.S. and Canada) distributor's rentals. Included are all films which have played a sufficient number of dates to make an accurate estimate of their eventual earnings. Nothing ever happens in Chi-cago? I could write a clumn . . .

earnings.

While the fact that only seven pix entered the "Golden Circle" in 1948 may appear discouraging, it principally points up that a \$4,000, to 300 gross—to anybody's asies department. If not to Hollywood statistic content of the seven of the sev mounted at a greater ratio than

This year's group brings the alltime "Golden Circle" total to 68.
Unfortunately, despite their big
grosses, several of 1948's "Golden
Circle" pix will see their gilt
grosses, several of 1948's "Golden
Circle" pix will see their gilt
too, but they cost more.

No 'Unusual' Pietures
Notable during the year, too,
was the lack of a really predominant grosser or a film which
caused unusual excitement. There
were several releases of this type
at the year's ends such as 20ths
at the year's end such as 20ths
at Are," but they hada't played, and
ficient dates to indicate their overall varning power. On the whole

RADIO-ASCAP EXTEND 9

REPAIR Cases, seurrying like we've we'

**Top Grossers of 1948** 

Following are the \$1,500,000 (or over) films of 1987. Included are all flowe pictures solved, in the domestic (U.S. and Canada) mappies carried that usuch in distributor's rentals, or which have played a sufficient number of dates to make an accurate estimate of what they will bring in. Amy films not included, it can thusbe assumed, will not earn \$1,500,000, except for the several picture's which had too few play dates by the year's end on which to base an estimate. They include Warner Bross. "Decision" ("On of the City" and "Wonderful U.S." of the City" and "Wonderful U.S." of the City" and "Wonderful U.S." ("Regiment" and "You Gotte Stay Happy" and Scienick's "Portrait of Jennie."

Jen	nie."	Par	24.500
2.	Road to Rio	M-G	\$4,500,000 4,200,000 4,150,000
3.	Easter Parade Red River	UA	4,150,000
4.	Three Musketeers	M-G WB	4,100,000 4,100,000 4,050,000
5.	Johnny Belinda Cass Timberlane	M-G	4,100,000
6. 7.	Emponer Walte	Par	4.000.000
8.	Gentleman's Agreement Date With Judy Captain From Castile	20th	4,000,000 3,900,000
9.	Date With Judy	M-G 20th	3,700,000 3,650,000
0.	Homecoming	M-G	
2.	Sitting Pretty	20th	3,550,000
13.		Par	3,550,000 3,500,000 3,500,000
14.	State of the Union My Wild Irish Rose	M-G WB	
16.	When My Baby Smiles at Me	20th	3,400,000 3,250,000 3,250,000 3,150,000 3,100,000 3,000,000
17.	Hamlet	U	3,250,000
18.		WB M-G	3,250,000
19.	Key Largo On an Island With You Fuller Brush Man Bishop's Wife Fort Angele	Col	3,100,000
11	Bishop's Wife	RKO	3,000,000
22.	Fort Apache Good Sam	RKO RKO	3,000,000 2,950,000 2,900,000 2,850,000
23.	Good Sam	RKO	2,950,000
25.	I Remember Mama Sorry, Wrong Number Three Daring Daughters Apartment for Peggy Mr. Blandings Dream House Bride Goes Wild Call Northside 777	RKO Par	2,850,000
26.	Three Daring Daughters		2,850,000 2,800,000 2,750,000 2,750,000 2,700,000 2,700,000 2,550,000
27.	Apartment for Peggy	20th SRO	2,750,000
28.	Mr. Blandings Dream House		2,750,000
29. 30.	Call Northside 777	M-G 20th	2,700,000
31.		M-G	2,550,000 2,500,000
32.	Foreign Affair	Par M-G	2,500,000
33.	Loves of Carmen	Col	2,500,000
31. 32. 33. 34. 35.	Good News Loves of Carmen Tap Roots	U	2,500,000 2,500,000 2,500,000 2,500,000
36.		RKO WB	
37.	Voice of the Turtle Babe Ruth Story	Mono-AA	2,450,000 2,400,000
38. 39. 40.	Beyond Glory	Par	2,400,000
40.	Beyond Glory Blood on the Moon Killer McCoy	RKO	2 400 000
41.	Killer McCoy	M-G M-G	2,400,000 2,400,000
42. 43.	Nakad Clty	U	2,400,000
44. 45.	Rachel and the Stranger	RKO	2,400,000
45.	Song Is Born	RKO 20th	2,400,000 2,350,000
46. 47.	Street With No Name	20th	
48.	Killer McCoy Luxury Liner Naked City Naked City Naked City Stranger Nong Is Born Road House Street With No Name- Two Guys From Texas Miss Tatlock's Million A & C. Meet Frankenstein Saigon Saigon Saigon Saigon Saigon Saigon	WB	2,350,000 2,350,000 2,300,000 2,250,000
49.	Miss Tatlock's Millions	Par	2,300,000
50. 51.	Treasure of Slerra Madre	WB U	2,300,000
52.	Saigon	Par	2,250,000 2,200,000 2,200,000
53.	Paradine Case	SRO	2,200,000
54.		M-G EL	2,200,000
55. 56.	Red Shoes	WB	2,200,000 2,200,000
57.	Rope Silver River	WB	2,200,000
58.	Give My Regards To B way	20th	2,100,000
59. 60.	Green Grass of Wyoming	20th Par	2,100,000 2,100,000
61.	Miracle of the Bells	RKO	2.100.000
62.	Romance on High Seas	WB	2,100,000
63. 64.	Big Clock	Par	2,000,000 2,000,000
65.	Iron Curtain'	20th 20th	2,000,000
66.	You Were Meant For Me	20th	2,000,000
67.	Iron Curtain Scudda Hoo! Scudda Hay! You Were Meant For Me Melody Time	RKO M-G	1,850,000
68. 69.	Kissing Bandit Southern Yankee	M-G	1,800,000
70.	April Showers	WB	1,750,000 1,750,000
71.	April Showers Daisy Kenyon Walls of Jericho	20th	1,750,000
72.	Walls of Jericho	20th Par	1,750,000
73. 74.	Albuquerque Arch of Triumph	UA	1,700,000
75.	Arch of Triumph Double Life High Wall Hills of Home Night Song Return of Badmen Station West Swordsman	U	1,700,000
76.	High Wall	M-G M-G	1,700,000
77. 78.	Night Song	RKO	1,700,000 1,700,000
79.	Return of Badmen	RKO	1,700,000
80.	Station West	RKO	1,700,000
81. 82.		Col Col	1,700,000
82. 83.	Kiss of Death	20th	1,700,000 1,650,000
84.	Kiss Blood Off My Hands	U	1,600,000
85.		Col M-G	1,600,000
86. 87.	Summer Holiday	W-G UA	1,600,000
88.	On Our Merry Way	UA	1,600,000 1,550,000
89.	B. F.'s Daughter	M-G	1,500,000
90.	It Had to Be You	Col WB	1,500,000 1,500,000
91. 92.		Par	1,500,000
93.	Lady in Ermine	20th	1,500,000 1,500,000

		1948	1947	194
Over	\$5,000,000	0	11	- 1
Over	\$4,000,000	7	15	18
Over	\$3,000,000	22	35	43
Over	\$2,000,000	65	75	73

# Nitry operators can glean a ray of sunshine in the Bureau's computations. For while 1946 was generally conceded in advance to he year of the press of the year of the great leveling of the year of the year of the great leveling of the year of the basis of actual revenue collections for the first 10 months plus estimates for Novembergon of the year of year o RADIO-ASCAP EXTEND 9

B.O. Tax Figures

#### **All-Time Top Grossers**

Following is the all-time "Golden Circle"—hose pictures which have erred, or give promise of earning, a minimum of \$4,000,000 in domestic (U.S. and Conada) rentals. D. W. Criffiths '915 smain,' Birth of a Nation' of the control of

that figures such as those with impossible to achieve in the	ose days of
1. Gone with the Wind (M-G) (1939). 2. Best Years of Our Lives (RKO). (1947).	\$22,000,000
n Post Vears of Our Lives (RKO) (1947)	10,170,000
2. Best Years of Our Lives (RKO) (1947).  3. Duel in the Sun (SKO) 1949(1).  4. This is the Army (1947).  5. This is the Army (1947).  7. Golog My Way (Par) (1944).  6. For Whom the Bell Tolls (Par) (1943).  8. Welcome Stranger (Par) (1947).  8. Snow White (Par) (1948).	8,700,000
3. Dues in the Army (WB) (1943)	8,500,000
4. This is the zero (Col) (1947)	0,000,000
5, Jo. Son Story (Col. (RKO) (1946)	8,000,000
6. Bells of St. Way (Par) (1944)	8,000,000
7. Going my the Rell Tolls (Pur) (1943)	6,500,000
8. For Whole the Ben 1945 (1947)	6,300,000
9. Welcome Stranger (Lar) (1937)	6,100,000
10, Snow Wille (Nar) (1946)	6,000,000
11. Blue Skies (Fall (1947) 12. Egg and I (U) (1947) 13. Leave Her to Heaven (20th) (1945)	
12. Egg and 1 (U) (1945) (1945)	5.750,000
13. Leave Her to Heaven (2011) (1943) 14. Big Parade (M-G) (1925) 15. Unconquered (Par) (1947)	5,550,000
14. Big Parade (M-G) (1947)	5,500,000
15. Unconquered (Pat) (1947) 16. Yearling (Metro) (1947)	5,250,000
16. Yearing (Metro) (1947)	5,250,000
16, Yearling (Metro) (1947) 17, Forever Amber (20th) (1947) 18, Song of Bernadette (20th) (1943) 19, Meet Me in St. Louis (M-G) (1945)  New Michael (1942)	5,050,000
18. Song of Bernauette (20th) (1945)	5,000,000
19. Meet Me in St. Louis (M-G) (1942).	5.000,000
20. Mrs. Miniver (M-G) (1942)	
21. Spellbound (UA) (1940)	5.000,000
22. Green Dolphin St. (M-G) (1947)	,5,000,000
23. Razor's Edge (20th) (1947)	5,000,000
20. Mrs. Milliver (Mrs.) (1946) 21. Spellbound (UA) (1946) 22. Green Dolphin St. (MrG) (1947) 23. Ræor's Edge (20th) (1947) 24. Weekend at the Waldorf (MrG) (1945)	4 900,000
24. Weekelin (RKO) (1946). 25. Notorlous (RKO) (1946). 26. Ziegfeld Follies (M-G) (1946). 27. Hucksters (M-G) (1947).	4.800,000
26. Ziegfeld Follies (M-G) (1940)	4.750,000
27. Hucksters (M-G) (1947) 28. Green Years (M-G) (1946)	4,700,000
	4,650,000
29. Adventure (M-G) (1946) 30. Easy to Wed (M-G) (1946)	4,500,000
30. Easy to Wed (M-G) (1946)	4,500,000
31. Anchors Aweigh (M-G) (1945)	4,500,000
31. Auction Aweigh (M-G) (1921) 32. Four Horsemen (M-G) (1921) 33. Random Harvest (M-G) (1942)	4,500,000
33. Random Harvest (M-G) (1942)	4.500,000
34. Road to Utopia (Par) (1945) 35. Since You Went Away (UA) (1944)	4.500,000
35. Since You Went Away (UA) (1944)	4.500,000
36. Stagedoor Canteen (UA) (1943)	4 500,000
33. Thrill of a Romance (M-G) (1944).	-4,500,000
38. Thrill of a Romance (M-G) (1945)	4.500,000
38 Valley of Decision (M-G) (1945) 40. Bachelor and Bobbysoxer (RKO) (1947)	4,500,000
40. Bachelor and Bobbysoxer (RKO) (1947)	4:500,000
41. Till Clouds Roll By (M-G) (1947)	4 500,000
42. Road to Rio (Par) 1948) 43. Two Years Before the Mast (Par) (1946)	4.500,000
43. Two Years Before the Mast (Par) (1946)	4,400,000
44. Harvey Girls (M-G) (1946)	4,350,000
45. Lost Weekend (Par) (1946)	4.300,000
45. Lost Weekend (Par) (1946) 46. Saratoga Trunk (WB) (1946) 47. Hollywood Canteen (WB) (1944)	4,230,000
11. Hollywood Canteen (WB) (1944)	4.200,000
49. Easter Parade (M-G) (1948) 49. Mother Wore Tights (20th) (1947)	4,200,000
49. Mother Wore Tights (20th) (1947)	4,150,000
50. Red River (UA) (1948)	4,150,000
51. Inree Musketeers M-G/ (1948)	4.100,000
52. Johnny Bellnda (WB) (1948)	4,100,000
53. Cass Timberlane (M-G) (1948)	4,050,000
54. Emperor Waltz (Par) (1948)	4,000,000
55. Ben-Hur (M-G) (1926). 56. Dolly Sisters (20th) (1945) 57. Kid from Brooklyn (RKO) (1946).	4.000,000
30. Dolly Sisters (20th) (1945)	4 000,000
at ala from Brooklyn (RKO) (1946)	4.000,000
58. Reap the Wild Wind (Par) (1942)	4.000,000
59. Singing Fool (WB) (1928)	4,000,000
60. State Fair (20th) (1945)	4,000,000
61, Holiday in Mexico (M-G) (1946)	4,000,000
62. Margie (20th) (1946) 63. Night and Day (WB) (1946)	4,000,000
63. Night and Day (WB) (1946)	4,000,000
64. Smoky (20th) (1946)	4,000,000

#### Star Ratings Dubious

trons who voted for her when to other factors. In most instances, "Arch of Trlumph" was in the ncighborhood? Out seeing Lassie in "The Hills of Home," no doubt, man-Charles Boyer epic both did exactly the same amount of business—\$1,700,000.

Miss Bergman, as a matter of Miss Bergman, as a matter of fact, only two years ago was tagged in Varierr's annual suniary as an unequaled phenomenon. She appeared in a whole quartet of films which averaged better than \$5,000,000 each in domestic gross. That's a record approached only by her sidekick in the bo. sweepstakes that year, Crosby, Crosby, if anyone can probably

by the time you peel off all the other reasons the film is big, you begin to wonder. That's not to say the player's performance isn't im-

the player's performance isn't important, as was pointed out in the case of Jane Wyman in "Johnny Belinda." But as a name for drawing coins across the ho. sill. it could never before be credited with much potency. She may carry over some power into her next picture as the result of her performance, but if the yarn liself formance, but if the yarn liself Wyman-will soon be forgotten. "Sitting Pretty" is another case

in the control of the

inne" all that coin; and can Miss Turnes, be credited with "Musters and the credited with "Musters and the color, the bigness of the production and Gene Kelly, Van Hefflin and June Allyson? Tracy, in addition to "Timber Tracy, in a standard to

boxoffice.

Judy, Hope, Oliver, Grant

Sticking to Metro for the moment—and that studio seems to
the only one with any considerable
be the only one with any considerable
of valuable marquee, names
sable of valuable marquee, names
and the studio seems of the studio seems
of winners, "Easter Parade" and
'The Pirate". Lutter was no great
shakes at \$2,200,000, but the Garstankes at \$2,200,000, but the Garredited with getting it a good potion of that sum. As for "Easter
Parade." by the time you get reling Berlin songs, Technicolor, at
large per studio of the studio of the
large per studio of the
large per studio of the studio o Judy, Hope, Oliver, Grant

Tycoon."

Laurence Olivier's a quadruple hreat who certainly must be reckthreat who certainly must be reck-oned with in the tungstens. Despite the sid of a kid named Bill Shake-speare, "Hamlet" is still all Olivier's as actor, director, pro-ducer and adapter.

oucer and adapter.
Cary Grant, if he had to, nailed
down his claim to some of that
bo, moolah when Sam Goldwyn's
"Bishop's Wife" wasn't going so
well and was given a needed hypo
by changing the billing to "Cary
and the Bishop's Wife." His other
and the Bishop's Wife." His other
bream House."
Aside from other such seath.

one was "Mr. Blandings Builds His Dream House" there were established from Gary Cooper, Humbirey Bogart, Danny Kaye, Alan Ladd. Abbott & Costello, Erroil Plynn and Victor Maitre, a few account. 20th-Fox's Dan Dalley is one. In "When My Baby Smiles at Me" he had the support of some to the support of the su

Those He-Men

Robert Mitchum, in "Blood on the Moon" and "Rachel and the Stranger." both of which did well, added strength, paradoxically, as a result of publicity attendant to a narcotic's rap. Richard Wid-

#### George Sidney and Joe Pasternak Year's Top \$ Director and Producer

George Sidney led the productions tileb and Henry Blanke, of all other Hollywood directors Sidney directed "Three of all other Hollywood directors | Isidney directed "Three Muske last year in the coin they garnered teers," which grossed \$4,100,000 at the boxoffice. Sidney's "Three and "Cass Timberlane," \$4,000,000 at an "Cass Timberlane," \$4,000,000 lane" copped \$8,150,000 between them in domestic gross, Vanity" "Road, it Ric' (\$4,000,000 and "annual year-end tabulation of grantings of for films reveals.

earnings of top films reveals.

On the producer side, Mctro's
Joe Pasternak was top man—and
also the busiest. He was responsible for five films released during
the year. The Redection as greater and the search of the search of

you run into the stopper. You're about to add Burt Laneaster and then you consider 'All My Sons,' Common then you consider the total of the to

prime floppola. Or Dana Andrews and then you remember "Design for \$25,000,000, and second, and frow worl even talk about it.
Or how about Jimmy Cagney and recall "Time of Your Life." Or Ris Hayworth and consider "Jan 1997. The Company of the Comp

mozer attichum in "Blood on the Mozon" and "Rachel and and the Stranger," both of which did well, added strength, paradoxically, as factors to make a successful film, a result of publicity attendant to an anarcotic's rap. Richard wid-"insurance" at the boxofilee is mark's murderous laugh gave him past. As a matter of fact, if the Just as the successful and the day of using stars for mark's murderous laugh gave him past. As a matter of fact, if the Just as the late of the successful and the successful and the day of using stars for mark's murderous laugh gave him past. As a matter of fact, if the chowever, to make it seem as though ducer would appear to be better there might be a decent number of off laying his coin on the man at players who count on the marquee

Pair of pix megged by Metro's Engel, William Jacobs, Alex Got

Sidney directed "Three Muske

tie total of \$13,390,000—about 95% of "Good News" (\$2,500,000) for total 95% of the aggregate gross of all 1994 \$5,700,000 and "Rod Rilews" (\$4,500,000). The coincidentally, accounted for two pix during the year, in the oil 10,000 for Monterey Productions, to a coincidentally, accounted for two pix during the year, in the oil 10,000 for Monterey Productions, and indeed unit (UA), and "Song is a form" (\$2,400,000) for Goldwan, and the Walter Lang, Richard Thord, will died. Farmmounteer, turned will give a Farmmounteer will

#### **Top-Grossers by Companies**

Here's how many pictures each company distributed which grossed \$1,500,000 or over during 1948, and how much coin each received or will receive in total domestic (including Canadian)

	No. Of Pix Over	Total
	\$1,500,000	Rentals
1.	Metro 20	\$53,950,000
2.	20th-Fox	41,500,000
3.	RKO 13	30,600,000
4.	Paramount	31,600,000
5.	Warner Bros 11	27,500,000
6.	Universal 6	13,700,000
7.	Columbia 6	/ 12,100,000
8.		9.000.000
9.	SRO 2	4,950,000
0.	Mono-Allied Artists 1	2,400,000
1.	Eagle Llon 1	2,200,000

#### Heavy Name Lineup For Rep. Big-Budgeters

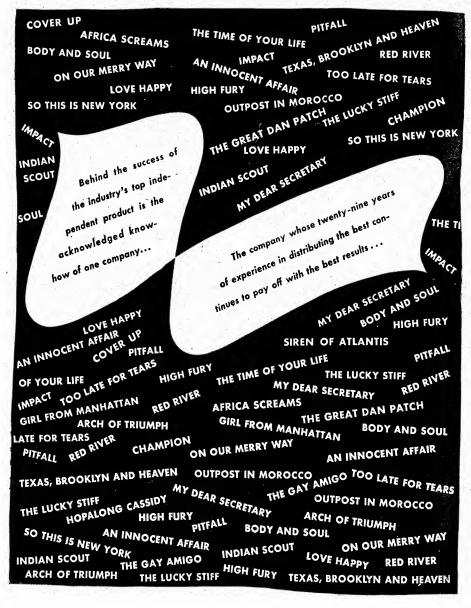
Republic winds the 1948 produc-tion year with the strongest star-name backlog in the studio's 14-year history.

Completed and awaiting release

are eight top budgeters studded with such names as John Wayne, Gail Russell, Robert Mitchum, Myrna Loy, Louis Calhern, Orson Welles, Constance Bennett, George Brent, Brian Aherne, Jane Russell, John Carroll, Thomas Gomez and Roy Rogers. In addi-tion, studio has six smaller budg-eters and a quartet of color car-toons from Impossible Pictures stored in the vaults.

# UNITED ARTISTS

Distributor For 1949's Leading Independent Producers



# On The Screen For The First Time! ALL THE SINUOUS, SEDUCTIVE SPLENDOR OF THE SIREN OF...

#### THEY LIVE AGAIN!



...Legendary luxury cities!



... Exotic quarters for the Queen's favorites!



... Secret armies... ready to strike against the world!



...100 dancing houris... for the royal pleasure!

Montez-Aumont Okeefe

in Seymour Nebenzal's

"SIREN OF ATLANTIS"

Directed by GREGG TALLAS - Produced by SEYMOUR NEBENZAL

Based on the novel "Atlantida" by Pierre Benoit • Released thru United Artists

ONE OF THE HARD-HITTING NATIONAL MAGAZINE ADS
THAT'LL SELL SELL SELL THRU UA!

ATLANTIS!

Fabulous land of mystery Paradise on earth ruled by a ravishing, ruthless Siren whose beauty and cruelty were her power!



#### THE KNOCKOUT

By JAMES J. GELLER:

Over at the First International Pictures Studies in Hollywood you'll find one of the best equipped gyms in the Golden State. It even contains a regulation size prize ring. Unfortunately, very few of the \$2,500-a-wcck exemple of the state o

proper to accompany at 3.30 one afternoon, Horton called it a day and rushed off to the gyrn.

"Get'em on, Chuckt" be called to Chuck Dorsey when he entered the gyrn. Dorsey, a tough old ex-pug, was listed on the studio payrol as "trainer". Presently the elderly Horton emerged, stripped in fancy boxing truths and shoes and bandaged hands, followed by Dorsey who was likewise pregard of the property of the property of the boxing flower under his arm. Keeping pace with him was Al Raymond, a studio hanger-on who doubled as second and timekeeper.

the boding gloves under his arm. Keeping pace with him was Al Raymond, a studio hanger-on who doubled as second and timekeeper.

Horton was the care through the ropis, accommended to the control of the state of the control of the transparence of the ropis of the ro

Dorsey searched O'Keefe's face but was rewarded with stony glance. "You get what I mean," warned Horton. "I want this be a real match for three rounds. Not a workout." "Can you stand it!" queried Dorsey. "You you stand it!" queried Dorsey. "Any the best man win," volunteered O'Keefe. After shaking their gloved hands, both contestants returned to their respective corner. Thus far, harring an audience, everything was according to the Marquess of Queenbury rules. He top rope strand while the impeasive Dorsey stood diagonally opposite him.

strand while the impassive JOHNNY NOON TO SHAPE THE METERS AND A SHA

#### Wrong Clientele

Wrong Clientele

I produced my first play with Winchell Smith, which was "Turn to the Right," back in 1916. Sore years later Snith and I were gelding ready to present probability of the Property of the Prop

a flop."
"Oh, that one," Brooks replied. "The clientele just didn't come."

-John Golden.

neatly with the blow. Both men were in close quarters. Horton gave ground and resumed jabbing furiously. This time Dorsey playfully planted a harmless left to income face. Horton made and resumed jabbing furiously. This time Dorsey playfully planted a harmless left to income face. Horton made and the summer of the come of the co

scious.

Later, when both men were out of their boxing togs.

Horton, with a princely air, slipped some extra collateral into Dorsey's hands and promptly made for his Cadillac. When the latter unrolled it, he saw that it was a \$100 note.

#### Vanishing Specie: The Story Ed

By ALAN JACKSON

By ALAN JACKSON

Mr. Billy Priedberg, the press agent (on Broadway they are referred to as Maneyaes) reinarked the other they are referred to as Maneyaes) reinarked the other they are rear and known to contoliseurs only. A fan will spot one and will excitedly run to a telephone book and call a fellow afficiendlo. "I saw one today." They are rear and known to contoliseurs only. A fan will spot one and will excitedly run to a telephone book and call a fellow afficiendlo. "I saw one today." I should be a fellow afficient of the contoliseurs only. A fan will spot one and will excitedly run to a telephone book and call a fellow afficient, and the state of the contoliseurs of the con

mick. And he should always have a new twist—prefDespite its fruities the breed is basically a happy
one. It feels secure in possessing a profound, if shallow, knowledge of all American and European literature. Thus people are kind to it and at times consult
or care the literature with the prefix of the literature with, say, Lee Borgida, Lee Barker, Lee
Wright or Lee Kersis? Or making double talk with
Doubleday? Or hunching with Carol Brandt (not of
Or with Hardl or Bennett Clert (not of MG.M.)?
Or with Hardl or Brandt (or to for the literature or Dr. Fausturg.
Indeed, like poor Kit Marlowe, story editors may
well be called the Muser' darlings, although now there
to their certain nine of hem. They have found out
to their certain nine of hem. They have found out
to their certain nine of hem. They have found out
to their certain the of them. They have found out
to their certain the of them. They have found out
to their certain the of them. They have found out

#### NAME YOUR POISON

The pile of manuscripts was so high, and Chandler was slumped so low, that the secretary could see only took of his head over the des. "Mr. Joe Shakespeare to you," she said. Chandler straightened tirediy and added another irritating manuscript to the pile on his desk. "Send him in," the straightened to the pile on his desk. "Send him in," the straightened to the pile on his desk. "Send him in," the straightened to the pile on his desk. "Send him in," the straightened to the pile on his desk. "Send him in," the straightened to whom doorways are rarely opened wide. He carried a large briefcase with the greatest of ease, because it was empty. "Its after of you to see my "Not at all," said Chandler. "In eed a story for Tana Mavis and I heavy on her thing disset chair." Send the pile on his desk. "Send him in," and Shakespeare, "Sun et al.," and Shakespeare, "It all shakespeare, "It all the pile on his desk. "It all shakespeare, "It all shakesp

comtortable. "Where is it?" asked Chandler finally. "In wheat," asid Shakespeare. Chandler inhaled uneasily. "I haven't much time," he said. "This won't take two minutes," answered Shakespeare, He leaned back and crossed his legs. "We open on a little island in the Fedic," he said. "Just long aroung hanging on the limb of a tree. We hear splessing in a pool . ."
"No, thanks," said Chandler. "Tana just did that one." "I see your point," said Shakespeare, "but you interrupted me. As I was about to say, we see this maid carrying a breakfast tray, and you can tell from the hall carrying a breakfast tray, and you can tell from the hall carrying a breakfast tray, and you can tell from the hall see that the said of the said

Shakesp

Shakespeare.

"Automata"

"You see," says Shakespeare, "she's put her money in the coffee thing but the little door won't open. And it's her last nickel. So this fellow comes along—this Gable type—and he tries to force the thing open with his knite.

"I shaw the say the mand screemed and dropped the tray."

"What maid?" asked Shakespeare. "What I was getting at is that street the credit titles we fade in on a big clock in a tower. It's midnight. Then we no to a bridge. There's it's striking in a barrel. We see a gift climbing up onto the rail, and all at once there's a shout and the sound of running feet." He paused again with his bright smile. "Go on," said Chandler. Shakespeare stared at him. "I'd are you," said Chandler. Want me to go on?"

"I'd are you," said Chandler. Want me to go on?"

"I'd are you," said Chandler. Want me to go on?"

"I'd are you," said Chandler. Want me to go on?"

"I'd are you," said Chandler. Want me to go on?"

ance?" and account of the sound of turning feet."
"No," said Chandler firmly, "There was a shout, and the sound of turning feet."
"Go on," said Chandler,
Shakespeare waged his head in abject bewilderment.
"I can't," he said. "Nobody's ever asked me to go farther than that."

Silently he plcked up his briefcase and edged sidewise from the office.

#### For Once, Off Schedule

Backstage conditions are always a favorite topic of conversation when actor meets actor.

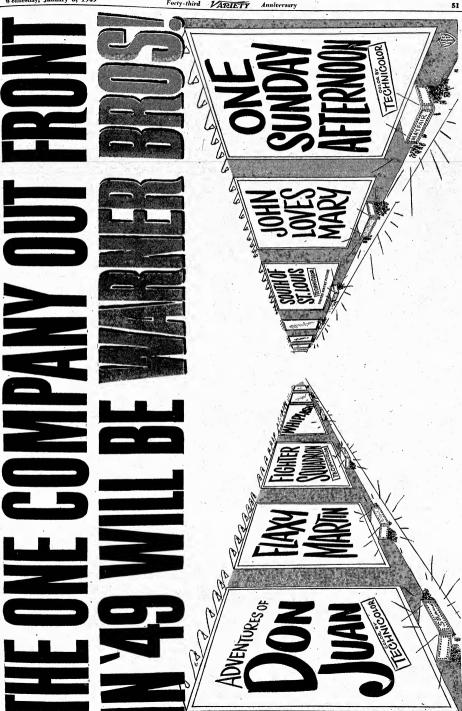
The dressing room in the Cleveland Auditorium will the conversation of the c

The dressing room in the Cleveland Auditorium will always be my most memorable dressing room. And Nollys, my maid, will never, never forget it. Nollys, my maid, will never, never forget it the slags in addition we were approximately, 300 feel of floor space from stage entrance to the dressing room door. A freight elevator, however, was especially helpful for the nine rapid changes of costumes during each performance of "Annie Get Your Gun".

A freight elevator, however, was especially helpful or the nine rapid changes of costumes during each performance of Yannie Get Your Gun'.

It was a substantial of the control of the con

Mary Martin.



## MY FAVORITE STORY

Jack Haley

Jack Haley

Jack Haley

One of my favorite stories is a true one. The late

Eddie Conrud told me that years ago when he and his

safy. Burdie, neve on the Orng daughter was putting

for the Conrud told me that years ago when he and his

safy. Burdie, neve on the Orng daughter was putting her

for sa sentence together. Weeks twent by and finally their

tour was ended. Arriving in New York they rustled to

the Bronx, where their daughter lived under the care and

guidance of Birdie's grandmother. But the properties of the properti

#### Bennett Cerf

A few days after General Eisenhower's installation as president of Columbia University, he journeyed to Albany to address an audience of 1,000 prominent educators. Another speaker was Norman Cousins, editor of the Saturday Review of Literature.

Review of Literature. While the chairman was busy making elaborate introductions, General Eisenhower leaned over and whilspered to Cousins, "Are you nervous about addressing an august body like this?" "You bel I am," said Cousins. "No need to be," counselded the general. "I used to pet the dilters as a time like this, too. Then I thought of a surefire renedy. I ret up and look own straighting there in his underwear. I regain my self-assurance immediately."

#### Claude Binyon

Claude Biryon

Fresh from Vanars is 1033. I was entrusted by Paramount isto the capable, tolerant hands of producer Perey Reals for my first writing assignment. I had conseived the not too original but apparently perential story of a most subo could forese the justice, and I was to deckely in the control of the perential story of a most suboround and the control of the control of a story here, son, he said. "It needs noty the said of the control of a story here, son, he said. "It needs noty became to the control of the point when the control of a story here, son, he said. "It needs noty the control of the point when the control of the point when the product of the point where there is no possible solution to his predienment." He patted my shoulder perentially. "You have my permission to work away from the stands." He makes most the said of the control of the point of the said of the control of the point of the said of the control of the said of the control of the said of the most had been also said to the said of the message of the said of the said of the message of the said of the said of the message of the said of

#### Fredric March

The still man in Best Years' came in one day and said Sam Goldeyn had just stopped him, in a complete quan-dary, on his (Sam's) own lot (UA), where he's been mak-ing pictures for 20-odd years, and said, "Boy! Boy! Tell mo, where is Slage 82" (Gregg Toland told me later it happened reguraly.)

#### Benny Goodman

Benny Goodman

A former Navy chief moved into a new town-and promptly bought an old taven. For weeks the townfolks saw him hard at work painting the front, hammering new fistures into place and finally receiving truckloads of fresh part of the first part of the fi

#### Myron Cohen

As show business areas of the second process of the second process

are really very heautiful. What kind are usy, minimum facture repited: "Why ask me. I'm not in the milin y business."

They then walked further along and the buyer noticed there enormous swimming pools. He gasped in amazement of the state of the state

#### Belle Baker

Belle Baker
In the days of Cantor & Lee, I played on the same bill with Eddie and Al Lee in Youngstown, O. After each matines we'd go to the local movie and during the week I found myself slightly short of money. I borrows for the local content of the state of the local content of the world buy the candy and chewing gum. The next day he would buy the candy and chewing gum. The next day he would buy the tickets and I would buy the refreshments. This went on for a week and at the end of the pencel to be talking about how much money we could save if we worked steadily for a certain number of weeks. Eddie said he could save so much and I told him how much if could save. He looked at me (with the him how mich if could save. He looked at me (with the white he would save the looked at me (with the white he would save.) He had an and "Belle, with my three dollars?"

#### Eddie Davis

Here are a couple of my favorites!
This factory owner was the kind who took a personal interest in all his emplowes from the sweeper-upper to the vice-president. He always made a tour of the plant to see if their were any new men whom he didn't know. One day he entered the business office and saw and who was unfamiliar to him counting up a thick wad

Where did you get your financial training, young man,"

of "Willings did you get your manutain warming the asked.

"Yale." the man answered.
The boss, who was a great believer in higher education, was very pleased.
"Yale." the man answered.
"Yacksom," came the reply.
An old man who had seen better days become profoundly religious as a searced the end coming! One day beater, acting that his clothes and manners might be offensive to his other particular, and the professional professional

a message?"

"Yes, he did," came the answer. "He told me it wasn't any use. He said, "I've been trying to get in that same church myself for 10 years and I still can't make it'."

#### Eddie Cantor

Georgie Jessel, my gin rummy pigeon, was talking to Max Gordon about the phenomenal success of Al Jolson, "Max," said Georgie, 'hink of this guy, Jolson, maxing "Max," said Georgie, 'hink of this guy, Jolson, maxing said of the said o

#### Tallulah Bankhead

While playing Sabina, the eternal hussy, in Thornton Wilder's "The Skin of Our Teeth," the script directed that I occasionally step out of character to comment to the audience on what was going on on the stage. One such aside was, "I don't know what this dammed play is

all about."

It was at an intermission following the scene in which I rid myself of this irreverency that a Park Avenue debutante turned to her escort in the lobby and said: "I agree with Miss Bankhead. I don't know what the damned play is all about. Do you?"

Her companion replied: "Yes, I think so."
"What?", she snapped.
"The human race," he said.
"Oh," she ohed. "Is that all?"

#### Joe E. Lewis

Joe E. Lewis
Years ago in Chicago, a young hoodhum, who had just
gotten into the rackets, used to hang out in a club I worked
in. He soon got a reputation as an ace triggerman despite
his youth. He was a cold-blooded killer, and oddly enough
you had gotten be would have to a Killing would show
you hat gotten
you had gotten
the fifth time he showed up in the joint with bloodshot
eyes I tried giving him a little lecture. "Look, kid." I
aid. "you know this is a terrible life for a young fellow
you've got to stop.

"gotten the showed up in the joint with bloodshot
right in the showed up in the joint with bloodshot
eyes I tried giving him a little lecture. "Look, kid." I
said. "you know this is a terrible life for a young fellow
you've got to stop.

"gotten gotten with the story of the stop

"you've got to stop."

#### Bobby Clark

Heard ex Gov. Harold Hoffman tell about the man who loved to play poker. He moved to another town, and the first thing he did was to round up three other fellows to come over to his house and have a game. They had hardly started to play, when one of the men gave a great gasp and fell across the table dead. One of the other players said, "Good God: he's dead, what will we do?" The guy who loved the game so much said, "Let's take out the deuces and treys."

#### Jack Pearl

Naturally we all get many requests for benefits, lumbrons, etc. One day a wonant's auxiliary skeet me to be
guest and speaker. When I got there, the chairman met me
at the door and told me what a wonderful man I was and
she was going to save me for the last, seeing as how I was
the was going to save me for the last, seeing as how I was
thanked her. I saked how long abe would like me to talk.
Five minutes,
"Couldn't you make it longer?"
"Well, I'll try, to stretch it to 10."
"Why 25%" I asked.
"Well," site said, "that will give them time to clear
the chairs away, so we can get the floor ready for dancing."

#### Marian and Jim Jordan

The story I am going to set forth here we gave to a fellow who is with the Saturday Evening Post. Whether it will appear in his story or not, I don't know, and I also don't know if you would care if it did.

don't know if you would care if it did.

Anyway if's just about the funniest thing that has happened to us in a long time. We were down in Santa Fe,
New Mexico, about a year ago, and a lady who is now a
very famous artist, spent several days taking us around
through the back country and showed us a swell time.
Her name is Pansy Stockton and she has become famous
for painting's which she makes without using paint; she
uses stones and things that grow, but no paint. For many
years Miss Stockton was a radio performer in Denver.

years Miss Stockton was a radio performer in Denver.
We went into a store in this little town and there was a
lady in her 60's who spoke very broken English behind
the counter). See had the radio on and all she could
talk about was singing; she wanted Pansy to sing for her
and she kept begging and begging her, but Pansy didn't
want to do it. Anyway all the lady would talk about was
music and singing and the radio.

Finally, Pansy Stockton said to her, "Have you ever heard Fibber McGee & Molly on the radlo?" And the lady said, "I don't know—sing a little of it and maybe l'Il remember."

remember."

This is the truth as it happened, and I used it several times last year in our warmup and it worked.

#### Gertrude Niesen

College subsidizing of football players has produced some amusing stories, but I like the one about the collegiate hero who was apprised, during the big game, that a scout from one of the big professional teams was in the stands. Later the seout sought out the hero. A teammate later asked the hero what happened in the meeting with the scout. "Nothing," scoffed the hero. "I wouldn't sign. I just would take a cut."

As you know, I live in the part of San Fernando Valley called Northridge. This time of the year the fog is so thick, it drops a curtain through which no actor can make an entrance. Coming hôme from 20th Century-Fox during one of the heaviest fogs in years, I spotted the tail light of a car going my way. So I made my trip easier by following it.

The poor guy was astounded. "Put out my hand!", he said. "I'm in my garage!"

#### Harry Hershfield

Harry Hershfield

In my opinion funniest goofy of the year:

A 10-year-old kid, watching a boomerang-thrower for
A 10-year-old kid, watching a boomerang-thrower for
an opinion of the property of the property of the following of the property of the following of the property of the following of t

#### Frank Sinatra

The story I like is the one about the California agent who contracted a condeville act from the east for a picture. They work it since the agent met the train at Panadent mediate. When the agent met the train at Panadent is supported in the rise, only they were all its feet tall. "What happened to you?" the slightly benildered agent asked. The spokesman for the midget act said, "We note some take guy on the train who talked us into changing our act!"

#### Jay Brennan

Jay Brennan

On my way to get the morning papers I stopped to talk to the super of a house down the block from me, one of those typical Brooklyn brownstone houses, owned by two house typical Brooklyn brownstone houses, owned by two houses are also as the superson of the

#### Lauritz Melchior

Just after a concert in Houston I twisted my ankle. My hotel was just across the street so I threw my coat over my shoulders and firmly placed my hat on my head, at little forward over the eyes, crossing the street to buy all the forward over the eyes, crossing the street to buy all the contract of the hotel, I top has soon as I nobbled into the loady of the hotel, I top has soon as I nobbled into the loady done this tinan a man, in one great hurry, rushed up to me and pulled a paper from my hand.

I would have felt very much better if he had not left me ad line.

# REPUBLIC'S

IN THE BOXOFFICE BAROMETER POLL! AGAIN NO. 1 KING OF THE COWBOYS

ON SAFETY FILM IC Rogerd Fictures are made in servia

N NEVADA • GRAND CANYON TRAIL Big Roy Rogers Hits Now In Release NDER CALIFORNIA STARS • EYES OF TEXAS

This Big One's Coming

THE FAR FRONTIER

#### How to Write a Documentary Film

By HAL BLOCK

It looks as though the day of the simple cops-and-robbers, who-dun-it, "Hands Sticking Out of the False Mantel Type" is washed up. No one will even go into the theatre unless the plot in the theatre unless the plot in the control of the control o

he engight dead on a movie-set in an ordinary picture. There've for to be placed in a Documentary Picture, and the action must be shot On the Actual Scene (newared siyle with commentator attached the siyle with commentator attached the siyle with commentator attached. The ordinary of the siyle with commentator attached the sixty of the sixty

#### Fast Plane to China

As soon as a Tman hears that any crime has been committed and he is appointed to investigate it he says, "Very well, clieft, then I'm off to China." All they have to hear is that anything is even missing and they are off to but to be a committed anything is even missing and they are off to the committed of the

After examination, the attendant reported that the motor was missing. Within 10 minutes the T-man was on his way to Ceylon.

As soon as they get out of town the T-men quickly change their names. In some cases they change their names so many times just in order to fine out the state of the control of the c an elephant in tow. In an win probably completely state in the probably completely state. Now as the investigation proceeds there must be nothing but shister looking guys with smoking pistols, lighted bombs and blood-stained knives in their hands. Naturally be not a considerable with the sudience should get a real glimpse of the killer is on a fleeting glance at a toothpaste ad in a subway shot. There should also be a very goodlooking babe who is compaper and looking very guilly. This doll can essily wind up as the heroise at the end of the picture by showing half as he was doing some very scientific research such as gets the killer, the girl gets the Tman, and they both wind up with the top Treasury decoration (an 1812 Indian Head Penny with load leaf clusters). He things you must IN. CLUDE it a Documentary Flim. Now for an important Omission. It is important to omit your name from the lot of credits.

Omission, n list of credits.

Jist of credits.

Inpt. Note: If the film is to appear on Television it will be more believable if the part of the Tman is played by Herbert Rawlinson, Art Acord, or Elmo Lincoln. The part of the girt can be either Clara Kimball Young, Phyllis Haver, or Pearl White.

#### Nary a Bleat

Nary a Bleat

One of my favorite stories is no humorous one and it has to do with actors because the majority of the people present when the includent took place were actors: one of the people present when the includent took place were actors: we will be a present of the people when the present of the people when the people were actors of the committee the old man's wind had begun to wedern. He climite newspapermen of America—but walknown to the committee the old man's wind had begun to wedern. He the champage and when he was amounted as order of the centing he arose and babbled as incoherently as an injent. There was a slight but zo of humor around the room and then instantly, as if some unseen director had said thiet in reput attention for one-half hour while the old man genticulated and yelled without one sentence expressing any meaning. And when he concluded, 500 men out up and cheered him, and of course he took bout after bow and cheered him, and of course he took bout after bow and wered; of his former self but as happy as a child.

From that night on I was mighty proud of being a Lamb and have had that same feeling ever since.

—Bert Lytell.

#### Good Form

A fellow goes into a lawyer's office, wild-eyed, excited.
"Im in terrible trouble; you've got to help me."
The lawyer says, "Claim down. Tell ine what happened!"
The fellow says, "I was just out on the got me. The lawyer says, "Claim down to the got me. The says "I was just out on the got me. The says "I was just out to the got me. The says "I was just about to tee off when she laughed again. I couldn't stand it. I hither on the head and killed her ... " What will they do to me was "well well well was "what will they me was "what will got in the with?"
The fellow says, "The driver."

do to me?"
The lawyer says, "What did you hit her with?"
The fellow says, "The driver."
The lawyer says, "What are you worried about? You weed the right club!"
—Joey Adams.

#### **Kober's Cliches**

He's a vet radio batoneer who makes a telegenie ro, legreeing his hirelings into line to click with crix

Q. What about the chumps who don't go in for culture binge?

A. A closeup of the French-horn player blowing com-pahs into his raincatcher is sure to garner yocks from the yokelry.

Who would you say has the kudo spot so far in

Leevee!

A. The kudo spot in vaudeo belongs to Milton Berle, a gent with plenty savvy for general clickeroo. In addition to his expert enceeing in which he introes vet vaudsters, he whams across his old routines to heavy applause, keeping his starna humming.

Q. Isn't there always some nice spotting of femme looker with a powerful set of pipes? A. That's right. She's used to thrush a medley of distaff ditties to okay effect.

Q. Now tell me, Mr. Sullivan, what other form of show iz trade is on the toboggan?

A. The niteries. You mean the cafes and cocktaileries?

v. You mean the cates and cocktaliertes?
A. Also the pulse, where they latch on to the airwave disk jocks who handle the wax-whirl stints, the bistros with their floor shows featuring a chantosey and a line of top terpers, the hostelries with their name bands to dish the dansapation, and the hot spots where the sepia song-stress does the balladeering to some sizzling ivorying.
Q. And you say these miteries are also feeling the

Q. And you say these niteries are also feeling the

A. Absolutely. In fact, the boniface of one plushery offering a top batoneer who fronts a class orch, is getting snowblind from staring at the empty tablecloths. His joint is due for a quick folderoo.

Q. Isn't there any heavy dough being raked in nowa-

A. Certainly. By the diskers and the pubberies. Q. Of course! Petrillo's record band lift must mean that many of the label names are beginning to etch press-

A. Right with Eversharp! Yes, the cleffers are going ote-nutty, churning out pop tunes for jock and juke atmition, with the flipovers as dull as ever.

Lenuou, while mipovers as dull as ever.

Q. Mr. Sullivan, I wish to compliment you on your testimony. For a guy who is not a Variety mugg, I am indeed impressed with your savy of show bit wordage.

A. That's quite all right. By the way, Mr. Koher, I see that your initials are A.K. According to Variety—Q. Thank you, Mr. Sullivan, and a happy New Year to you.

Q. 1 stade, for alter, and "K" is for—
A. "A" stands for alter, and "K" is for—
Q. 1 said, thank you, Mr. Sullivan. Blow, you jerk!
Take a powder!

#### **Enclosed Please Find**

in my file and the authoress can have them back any time she calls for them, God forbid. If she ever comes to New York I think I'll take a long leave of absence.

York I think I'll take a long leave of absence.

A few of the writers turn out to be mighty fine folks.
Some of them even hold with the idea that it is more
blessed to give than to receive. One Wall Street broker
screen original by special mescenger, who also delivered
a bottle of rye with the author's compliments. Unfortunately the rye was no better than the story and it
caused me no pain to reject both.

caused me no pain to reject both.

Some even have a sense of humor. Several months ago a contributor enclosed a picture idea which I sent back by return mail. My letter was the assembly-line form known to us as Valve 62-A one paragraph of which states that no unsoliced manuscript ean be considered—this upon the advice and warning of our attorneys. The gent wrote back berating me for my obvious lack of intestinal words back berating me for my obvious lack of intestinal wards and the state of the control of the c

We're even thinking of meeting at a convenient pub. The enclosures come from Europe and India and Australia and South America as well the 48 states and they all have one thing in common. The authors go to the movies practically every night tit says here, so they must write during the day and they know that what they have written is so much better than what they have seen that there can no negetion whatever about our acceptance there can no negetion whatever about our acceptance is guaranteed by the fact that all their friends will go to see it.

So help me, at this very moment I have received a letter from a Peruvian man of letters explaining that the enclosed manuscript is a masterpiece to be compared only to "Pausto de Goethe y el Hamlet de Skespears" (sic) only his job is better because it is more esoteric, revealing an ocularly superior! I ask you.

an ocumary superior: 1 ask you. When I have made my last rejection and am submitted to the Pearly Gates reception office I hope that St. Peter will fit me to a nice pair of wings and wrap me in a warm cloud and tag me: "Enclosed please find . . ." And that I won't be rejected.

#### **Anyone for Tennis?**

Grable, this fool waxes philosophic—but it always comes

BARTENDER

Son, I've seen 'em come, I've seen 'em go. I've seen 'em come up (business of hand in the air), I've seen 'em go down (dropping, hand below waist), There's a broken heart for every bulb in that marquee. There's—"

marquee. There's—
But let's sneak out and play ginrummy in the powder
hom. However, when we come back he'll still be talking
only this time Mickey Rooney will be listening.

THE WISECRACKING ROOMMATE OF

This ugly duckling who makes the ingenue look pret-tier by contrast, kicks off her slices, flops into a chair and drops a string of uncultured pearls.

"Men—men—men—Cant live with them, can't live without 'em. Yes, he took me' out to dinner. But I had to carry my own tray! Men—men—men—there's a broken heart for every bulb in that marquee!"

THE HUMORLESS HOMETOWN BOY WHO POUTILY TELLS THE HEROINE THAT HER CHARACTER IS DISINTEGRATING BECAUSE SHE HAS BEEN DATING THE BIG CITY FELLOW

"Clara May Kalakak, you're no longer the same fresh unspoiled girl you were when you left Hookworm Hollow, Mississippl." You've changed somehow." Resenting the fact that sie now has clean fingernalis, he huffily packs his paper suitcase and goes home. But he'll' be back in the next heartwarming triangle.

Then there's that other magic presence:
THE CHORUS CIRL (SHOPGIRL) WHO RETURNS
TO EXHUSBAND'S MANSION AND BRIGHTENS
THE CORNER WHERE SHE IS

The family of snobs look down on Ginger Garson who has had to make her own way in the world since she was 32, but the servants automatically love her, and are estatic to have her back, when Ginger returns to see the child she mislaid.

cmio sne mislaid.

The butler whispers gleefully, "We've missed your touch, Mam, if I may say so. Things haven't been the same around here these last 27 years." Suddenly there is spring in the sculiery, updatirs maids start to sing like canaries, the chauffeur hums as he water for all the canaries, the chauffeur hums as he water for all will be remarry Ginger.

Tidgeon, noticing that the servants like her, decides to remarry Ginger.

remarry Ginger.

In 'Mrs. Miniver,' he never went to the office once, just skyed home and fooled with his boat. As a diplomat in 'Holiday in Mexico' he never set foot in our Embassy, and in 'Julia Mischehave' he refused to do any work at I think it's high time our State Department recalled him from Mexico and Dore Schary should tell him he's through living off Metro. He should get himself something, even part time. It's disgusting.

'That's all for today, see you tomorrow.

"Hey, wait. What's your title 'ANYONE FOR TENNIS?' got to do with this article?"

got to do with this article?"
"Why, it was one of the most famous cliches on sereen
and stage. The set was always a fashionable home on
Long Island and the juvenile, usually Oscar (in talkes
Bob Montgomery) would bounce in, wearing flannels and
blazer, and waving a brandenew prop racquet, would
shout gaily, 'Anyone for tennis?' It's also the title of
a show Bert Lathr and I want to do some day, after my
revue, 'He and She' gets on. Lyrics by Ogden Nash.
Music by Vernon Duke. Starring Jules Munshing.

"Just a minute! That's got nothing to do with the sub-ject?"

ject?"

"I know but we need the publicity."

"Remember a show's not like a picture. Don't come in till you're ready."

Iting on Cliches of The Theatre I'll start I off with that one."

"Well, good luck with your show. And don't take any wooden actors. By the way how's your second act?"

"Is there a playdoctor in the house?"

#### George Jessel Continued from page 8

a good salary out of which, when I paid off certain family obligations and atorney fees, I had left over about \$1.35. Now comes the television. Conjured up by the devil, some people say, to keep people out of Loew's Pittin, and make everybody stay home so that there will be mobody of the people out of the people out of the probability of the people out of the people out of the probability of the people out of the television. And all this even though the television is still in its infancy. And that it definitely is. On most of the screens they have but two good angles—a long shot and the closecup. In the long shot everybody looks like I allow of the people out of the

on'tt, or be run over.

There is no doubt in my mind but that television will be perfected. I don't think that it will keep everybody at home. I think that America will still want to see list that the see it was a see that the see it was a see that the see it was a theatre so that they can be a part of the infectious laughter or the growing sound of sniffets and tears that can only happen with crowds. I made my television debut this Thanksgiving. I gave one performance and received \$6,000, out of which after certain obligations were paid I had left over about \$1.35.

Thus does another year pass and the show business will change again, but like the woman you really love it will always be the most fascinating thing in the world.



56

# Clown Dan Rice Was Willing to Take A Cut-He Tried to Become President



R is hard to believe that an unparalleled artist-showman, a man who was the most popular living American in his day, his name a household word for at least three could be almost complete his beautiful to the could be almost complete his death.

Yet that is the way fielde fortune has dealt with Dan Rice, greatest of clowns, highest neither his death.

Yet that is the way fielde fortune has dealt with Dan Rice, greatest of clowns, highest neither of surprising originality and control of the country of the country

President of the United States.

In his heydey as a clown and circus owner, Dan Rice was more publicated and made more money than Barnum but there is an ironic difference between them. Barnum humburged the public—and won enduring fame. Silker made a reputation as an house and the public—and would be supposed to the properties of the p

the third immings—and nobody has bothered to perpetuate his memory. Proving again that Barnum was right!

Dan Rice was a humorist-philosopher of the Will Rogers type half a century before Rogers. As an athiete with Shakesparian tastes, this modern Samaon—who also was wreatter—outdid Gene Tumory to the extent of win—The ledge John D. Rockefeller's stimut of giving away new dimes was preacticed by Rice on a much more lavisia senie. He used to ride at the head of his circus parade scattering a hatful of change among worshipping foi-provided that the standard of the scattering and athul of change among worshipping foi-provided that the standard of the scattering and study of the scattering and scattering an

#### Stranger Than Fiction

Stranger Than Fiction

Yet these were only minor incidents of a life that pales the most fanisatic fiction. Unfortunately, most of the records of Dan Rice's incredible career were destroyed by fire before he could convert them into an official autoby fire before he could convert them into an official autoby the strength of the country of the cou

ervices, While going from Pittsburgh to the Louisville track by blio River boat, Dan met Henry Clay, who, in a moment of relaxation from Senatorial duties, borrowed a violin and played a popular tune while Dan did a jig for the

engers.

a special match race between two favorite horses, judge—who also had placed a small bet on Dan and the stakes—was a gawky young Illinois lawyer, Abm Lincoln.

ranam Lincom.

Between racing seasons, when Dan was about 16, he worked briefly as a postal officer, taking official papers and riding cross country to establish new post offices as directed by the government.

#### A Bright Kid

Still in his teens, he went to work on a river boat. Gambling on these Mississipp and Onlo River boats was the passion of the Mississipp and Onlo River boats was the passion of the Mississipp and College and the passion of the College and the passion of the College and the passion of the College and t

appear for a short time at the museum. He was heavily billed as a combination Young American Hercules, Virginia Negro Minstrel, Comic Singer and Modern Samoon. Barnum would be supported to the support of the support

with great success

#### A Truly Varied Career

No one ever could predict what Dan Rice would do next. He became a preacher with Joseph Smith, the Mormon "prophet," performing feats of strength that the charlatan Smith sold as "miracles" to his sucker following, Unable to stomach Smith's fakery for long, Rice exposed

Unable to stomach Smith's fakery for long. Rice exposed to 1847, Riffer schiering renown as the Shakespearian Clown, he made his bow as an equestrian clown with Seth B. Howe's Circus at Welch's National Amphileatre in Philadelphia. Within a short time he was the most popular man in the Quaker City.

Late the following year he inscribed his own first circular man in the was the most popular man in the was the most popular man in the was the country he was stricken with yellow fever. His dector said only a miracle could save him. Among friends who called on him was General Zachary Taylor, just back from a victorious Mexican expedition. Having had much becoming Rice's nurse—and soft on pulled him through.

In Taylor's Presidential campaign, Rice -was one of the Louisiana delegates to the convention that nominated the General. He also worked hard for Taylor's election areas of Colonel. Thereafter the clown was consistently called Col. Dan Rice.

came of Coones. Lucreatier the crown was consistently called Col. Dan Ricer's in New Orleans he planned and erected Dan Ricer's Amplitheatre, in which he stored his usual success, and Dan Ricer's Southern Museum. These palaces of amusement were popular local land-murits for years as stunks included catching real cannon-balls on the back of his neck, holding two teams of horses pulling in opposite directions, and allowing blocks of stone to be broken on his chest. On the literary side, by assistious study and his particular interest in Shakeshous the study of the proposite directions, and allowers the shadow of the same than the same than

trademark.

Dan Rice's versatility seemed without limit and his endurance almost superhuman. He was an expert animal trainer, acrobat, westler, gymanst, hypnotist, lecturer, songwriter and jokesmith, in addition to other accompliaments already mentioned. He was a natural orator as well as a powerful fighter, willing to face a mob at or a first flow to take on all comes in either a debate or a first flow to take on all comes in either a debate or a first flow of the control of the c

#### Another Victorian Precedent

Whenever the Dan Rice Circus played Washington, the capital literally observed a holiday. All the big political, During the Presidency of Franklin Flerce, Dan Rice was a bearer of diplomatic dispatches from Washington to England. These dispatches were received by Queen Victoria in person. She would take the envelope, hand victoria in person. She would take the envelope, hand victoria in person. She would take the envelope, hand victoria in person. She would take the envelope, hand victoria in person. She would take the envelope, hand victoria in person. She would take the envelope, hand victoria in person. She would take the envelope, hand victoria in person. She would take the envelope, hand victoria in person. She would take the envelope, hand victoria in the person of the

view was over.

Instead of just bowing in return, Dan grabbed her hand, shook it heartily, and said, "My Dear Madame, this is the American fashion." Thus Dan Rice became the first American to shake the hand of Queen Victoria.

American to shake the hand of Queen Victoria.

The Civil War broke out at a most inopportune time for him. Finding himself in the South, where he had winly tried to discourage secsosinists, he carried on his circus under the Confederate fing until he had worked himself back to Northern territory. For this he was accused by Unionists of being a "Johnny Reb." Although the property of the property

In Girard, Pa, where he established a home and winter quarters for his circus, he erected a \$35,000 monument to the memory of Union soldlers. When he was broke, however, there was no one in Girard from whom he could borrow a five-spot.

One of his steamers was taken over by the government during the Civil War, and later he was awarded \$32,000 as compensation. Instead of taking the money, he asked Lincoln to turn it over to needy soldiers.

Nor would he ever sell his trained blind horse, Ex-elsior, though he was offered as much as \$100,000. Rice made money fast and spent it just as fast. Even In pre-Civil War days he earned as much as \$100,000 a season. But he was an easy touch, gave money away

freely to needy strangers and sponging friends, thought nothing of throwing \$5,000 to \$25,000 over a bar in a single night, became a soft mark for fake as well as genuine charities—especially for schoolhouses and church meeting houses for slaves in the South—and thus he alternated frequently between affluence and the edge of bankruptey. The last of his three fortunes disappeared bankruptey. The last of his three fortunes disappeared in the last of the state of the last of the last of his literal pay Cooke.

#### Politically-Minded

Dan Rice's interest in politics increased after his as-sociation with Zachary Taylor. For a time he even pub-lished a newspaper in Girard for the primary purpose of furthering his political ambitions.

of furthering his political ambitions.
In 1884 he was nominated for the Pennsylvania Senate, but was on the road with his show during the campaign and lost by a narrow margin—though he ran ahead of by a soldier delegates and citizens of Erie and Crawford counties. Though he lost this nomination, another political boom in his behalf got under way in 1886 when a group of Pennsylvania Democrats picked him as Presi.

dential timber.

Immediately "Dan Rice for President" Clubs sprang up in all parts of the country. No less than 71 newspapers supported Rice's candidacy and he was spontaneously acclaimed by crowds in many sections.

papers supported Riee's candidacy and he was spontaneously accidence by crowds in many sections. When conservative newspapers challenged the fitness of a clown to be President, there were many defenders and close contact with the public, had a better understanding of the people and their problems than any professional politician. Nevertheless the Democrats eventually nominated Governme Horatio Seymour of New York and the problems of the Propersion of New York and the problems of the Propersion of New York and Proposition of New

Rice was married three times. His separation from his first wife was regarded, by their friends as the stop that started his luck downward. The circus line started his Rice still carries on today, however, in the person of ira Millette, aerialist with the Ringling-Barnum show.

Millette, aerialist with the Ringling-Barnum show.

In his closing years, at the turn of the century, when he was penniless and living with relatives in Long Branch, N. J., he sometimes attended the circus openings at Madison Square Garden, where he saw much pomp and cerepture of the control of the control of the public used to shower on the incomparable Dan Rice.

Disillusionment and bitterness marked his final days before he died on Feb. 22, 1900. In one of his last letters, written to another circus immortal, Gil Robinson, he said:

"I hope you are enjoying life for what it is worth."

Those you are enjoying life for what it is worth to the control of the

Between me, and there is 0 fer in the mean adverture, thrills, accomplishments, fame, material success and public adulation than the combined careers of 30 or more average men!

"Constable 14st. Don Carle Gillette.)

#### Hollywood Nursery Rhymes

By GRACIE ALLEN-

Hi, Siddle Skolsky, my son, John, Sleeps in bed with nothing on

Pease porridge cold, pease porridge hot, 6,000 Hungarian writers have checked off the lot.

Radio writer, keep blowing your horn, The public's in stitches, the profit's in corn.

Little Bing Crosby sang for his supper. What did we give him? \$2,584,399,702,98.

Higgledy-Piggledy, my Red Biddy. She lays eggs for the Un-American Committee.

Baa, baa, Black Sheep, have you any wool? Yes, sir, yes, sir, three bags full. One for the U. S. and one for the state And one for my ex-wife who doesn't like to walt.

There was an old Benny, who lived in a stew With so many comics he didn't know what to do. So he gave each his blessings and a half-hour show. Now everyone's happy with bundles of dough.

Mary had a little lamb With eyes like Raymond Massey. She signed him up with M-G-M For a featured spot with Lassie.

Tom and Earl went up the hill To fetch a pail of water. But somehow Harry got there first With Jessel tumbling after.

Sing a song of 10%, a pocketful of cash. Four and twenty actors baked in a hash. When the hash was opened they began to sing in choru "This is another package deal set up by William Mo rt."

Rub-a-dub-dub, three men in a tub, They all went out on a limb. Kiplinger, Roper and Gallup, M.D.— And their future looks awfully dim.

Swanky Doodle came to town And opened a smart salon. He stuck a feather in a hnat And called it "Weary Autumn Leaves Drifting Over a New Landscane."



The Sun Comes Up
(SONGS-COLOR)

Metry rives of Hollywood.

Song Assactin Satzlought, Layou

Metry rives on the Color of th

"The Sun Come Up" is give of those minkly anotherestal teateres that usually fare rather with family situations outside the more cosmopolitan areas. It has beautiful color to dress up its mountain local wardrone and a number of songs completely in keeping with its general mood. Returns should be okay in the family market.

ers that usually fare rather well in family saturations outside the set of th

walk through as me story contracted on Missical score by Andre Frevin Missical score by Missical Score

#### The Fighting O'Flynn

duction. Stars Douglas Fairbanks, Jr.,
by Arthur Pierson. Screenplay by Fair-
banks. Robert Theeren from novel. "The
O'Fiynn." by Justin Huntly McCarthy:
camera. Arthur Edeson: editor, Russell
Schoengarth; special camera effects,
Schoengarth, special camera enects,
David S. Horsley. Previewed in N. Y.,
Dec. 30, '48, Running time, 94 MINS.
The O'Flynn Douglas Fairbanks, Jr.
Lady Benedetta Helena Carter
Lord Sedgemouth Richard Greene
Dooley Arthur Shields
Licitionant Carpe Henry Brandon Pal Harry Cording
Pal Harry Carding
Jack John Dourette
Major Steele Pat O'Moore
The Tavernkeeper Tom Moore
The Colonel Leslie Denison
The Colones Lesite Denison

The Subellern ... James Crave Justin Huntly McCarthy's novel, "The O'Flynn," makes a stalwart warm of the control of the contr

#### for solld business in firstrun situa-Miniature Reviews

"The Sun Comes Up"
(Songs) (Color) (M-G). Sentimental filmfare for family

mental filmfare for family audiences, audien

Walke of the Red Witch
Republic release of Enhand Graiger
Grand Control of the Co

Mayrant auysussa sunterest Marmenscon Van Schreeven Gduard Franz Gaptain Wilde Younguer Grant Withers Legisland States Faul Fix Arrecs Paul Fix Captain Arrecs Paul Fix Captain Grant Government Captain Grant Gr

"Wake of the Red Witch" will churn up a frothy backwash bub-bling with boxoffice values. For this sea story with its Polynesian locale is replete with action, drama and adventure. These exploitable elements, coupled with the name of John Wayne as a marquee dressing, is a guarantee to exhibitors

#### Interlude

Interlude

"Interlude," Swedish-made five-language film was reviewed in Vantury from Stockholm July 31, 1948 under its viewed in Vantury from Stockholm July 31, 1948 under its vanturen in vanturen vant

for solld business in firstyun situations.

Its entertainment aspects might have been increased it less of the test of the property of the pro

rechnical credits measure up. Gitb.

Parche, Inc.

Eggs Lun rebuses of Orpit Constantin Control of the Control of Control

CRENCID

Distinguished Films release of Gaumont (FRENCIE)

Distinguished Films release of Gaumont production. Stars Pierre Blancius. Revenuel Films release of Gaumont Films Revenuel Film

Contras de la Townelle subne necrossame de Poule III.

(In French: English Titles)

(In French: English

#### Miranda

Miranda
"Miranda," J. Arthur Rank
(Sidney Box) production being
tradeshown in New York
Thu Water From London. April
14, 1948. Ple, which, relates
an amusing yarn about a mertal production of the second production of the second here before "Mr. Released here before "Mr. Released here before "Mr. Rethis type fantasy tends to wear
thin very quickly. Acting and
direction were considered
good.

grounwides many year's later, when they
uncover a genuine adselton-in-thecloset in a routine inspection
from the ancestral mansion. Through
generous use of the flashback techender in a routine inspection
though the state of a suitor who pursued the
later turned to blackmailing herlater turned to blackmailing herlater turned to blackmailing herree Blanchar devotes most of herree Blanchar devotes most of hermaces. He also handles the direction—none too proficiently Reoert Vattier does a fair job in
Julien Bertheau is dryly matteroffact as the heir. Gibb.

#### Elizabeth of Ladymend

Wilcox production. Stars Anna Neagle.
Hugh Williams, Michael Laurence, Di-
recied by Wilcox, Original story and
screenplay by Frank Harvey; additional
dialog by Nicholas Phipps; camera, Max
dialog by Nicholas Phipps; camera, max
Greene, Robert Walker, Ken Gray; music,
Robert Farnon, At Rialto, London, Dec.
22, '48. Running time, 97 MINS.
John (1946) Hugh Williams
John (1919) Michael Laurence
Take (1999) Rernard Lee
John (1903) Bernard Lee John (1854) Nicholas Phipps
John (1854) Micholas Philipps
Mother (1946) Hilda Bayley
Mother (1903) lsabel Jeans
Mother (1854) Catherine Paul
Major Wrigley (1946) Jack Allen
Major Wrigley (1919) Ken Warrington
Major Wrigley (1854) Claude Balley
Major Wildies (1000)

Filizabedt of Ladymend (CRITISM)

Ritizabedt of Ladymend (CRITISM)

Ritiza

#### This Was a Woman

This Was a Woman, "This Was a Woman," British-made, tradesday (29), was reviewed in Vantery from London Feb. 11, 1948. Reviewer Gon Feb. 1949. Based upon the play by Joan Thomas, the story is that of a woman who lusts at the beautiful from the stage version. Actress the stage version and create the play" but retains "certain the stage when the play "but retains "certain the play "but retains "certain the stage when the play the pl

are well to the fare in the first three sequences. Of her four habands only Nicholas Phips really comes to life, and of the various Major W. It jet y, the part of the part of

#### La Belle Meunière (The Pretty Miller Girl) (FRENCH) (COLOR)

Caumont release of Sie Du Film production. Directed by Man Film Post Features Time Rosal, Aguardine Parameter Rasul Marco, Raphael Paterni, Lilla Vetti Music adapted by Tony Aubini script Music adapted by Tony Aubini script in hing time, 170 MNR. This is unlikely for the U. S.

What may bring the French to the theatre is the magic name of Marcel Pagnol, and the curiosity over the color process known as Roux-color. Pagnol had practically finished making this flicker in black and white. Then he saw the Rouxcolor process and refilmed the pix in color. This was unfortunate be-

By SAM GOLDWYN

I have been in this follywood.

I have been in this follywood many years hut I have never seen it facing so scrious a situation as confronts it today. The most important lesson that can be learned from 1846 is that, unless 1896 sees controlly the state of the seen o

costs.

Mere divorcement of theatre holdings from production will not solve the problem. Unless the exhibition market is opened up to real competition so that pictures can play—and be paid—on their merits, I foresee conditions in Hollywood becoming progressively worse.

is not lifted, Hollywood will soon be a dead duck.

World Favorite in Motion Pictures . . .

# Color by TECHNICOLOR

**TECHNICOLOR** 

#### TECHNICOLOR MOTION PICTURE CORPORATION

HEDDERT T KALMUS PRESIDENT AND GENERAL MANAGER

#### D.C. Holiday Crowds Perk Up B.O.; 'Married,' 'Juan,' 'Words' Open Nicely

married, Juan,

Tempo of the town's mid-town forstrous definitely was stepped uptrained definitely was stepped uptrained to the town's mid-town forstrous definitely was stepped uptrained to the town's mid-town forstrous definitely was stepped uptrained town's trained town to the trained town of the trained to the trained trained to the trained trained

Saludin "Shoes" moved to Dupont Palace (Loov) (2.370, 44-74)—Works and Musle" (M-G. Startfag out strong. Lask week, "Gotta for the Company of the Company of

#### Hub Happy Over Hope, 36G in 1st

Biz continues to hold up here with most houses reporting okay with most houses reporting okay with most houses reporting okay to have a second of the property of the property

#### 'Words' Real Biz Music, 'Regiment' Also in Step

New fare seems to have real appeal in current week with "Words and Music" and "Rogues" Regiment" shaping as best bets, "Paleface" still is strong in second frame.

Blue Mouse (H-E) (800; 50-84)—
"Man From Colorado" (Col) and
"Larceny" (U) (m.o.). Last week,
"Red River" (UA) (5th wk), okay

\$3,300. Coliseum (H-E) (1,877; 50-84)—
"Paradine Case" (\$RO) and "Kidnapped" (Mono). Last week, "Blood on Mono" (RKO) and "rexas. Brooklyn" (UA), big \$12,400.

Fifth Avenue (H-E) (2,349; 50-84)—
"Wonderful Urge" (20th) (2d wk). Was only moderate \$8,300 last week.

Liberty (Ind) (1,650; 50-84)—
"Paleface" (Par), (2d wk). Holding
well after huge \$17,200 last week. weii aiter huge \$17,200 last week.

Music Box (H-E) (850; 50-84)—
"Blood on Moon" (RKO) and
"Texas, Brooklyn" (UA) (m.o.). Last
week, "Don't Trust Husband" (UA)
(3d wk), nice \$3,700.

Music Hall (H-E) (2,200; 50-84)—
"Words and Music" (M-G) and
"Guns of Hate" (RKO), Last week,
house sank to new low with "Un-faithfully Yours" (20th) and
"Trouble Preferred" (20th), at only
\$3,000.

\$5,000.

Orpheum (H-E) (2,600; 50-84)—
"One Sunday Afternoon" (WB) and
"Secret Investigator" (Rep). Last
week, "Mexican Hayride" (U) and
"Bungalow 13" (20th) (2d wk), fair
\$5,600.

\$5,690. Palomar (Sterling) (1,350; 50-84)

"Good Sam" (RKO) and "Race
St." (RKO) (2d runs). Last week,
"Plunderers" (Rep) with Barclay
School revue, annual local event,
good \$5,300.

good \$8,300.

Paramount (H-E) (3,039; 50-84).

"Rogues' Regiment" (U) and "Blondie's Secret". (Col). Last week, "Man from Colorado". (Col) and "Larceny" (U) (2d wk), nice \$6,800. Rosevelt (Sterling) (800; 50-84)
—"Julia Misbehaves" (M-G) and
Velvet Touch" (RKO) (2d runs)
Last week, second runs of "San
Francisco" (M-G) and "Night at
Opera" (M-G), good \$4,000.

#### All Mpls. Roads Lead To 'Paleface,' Best Bet

Of New Year's Lineup
Minneapolis.
Thanks to "Paleface," all roads,
romise to lead to Radio City at
the start of the New Year. It's
eastly the outstanding normous to
such the outstanding normolise a
major share of the Loop patronage,
thanks to its own merits and Bob
Bope's tremendous popularity
rate, including, especially, "Every
Girl Should Be Married" and
'Yellow Sky. The boys are still
Christmas week when hopes for a
brisk box-office upturn were shattered. Christmas day was far offs
witnessed a dearth of customers.
The weather wasn't too bad.
Estimates for Last Week

The weather wasn't too bad.

Estimates for Last Week
Century (Par) (1,600, 50-70)—
'0'ne Sunday Afternoon (WB)
(m.o.). Here after light week at
Radio City, Last week, "Sealed
Verdict" (Par), good \$7,000.

Gopher (Par) (1,000; 40-50)—
"Model Wife" (Indie) and "Unfinished Business" (Indie) (reissues). Last week, "Night Time in
Nevada" (Rep) and "You're Not So
Tough" (Indie) (reissues), mild \$3,-

200.
Lyceum (Nederlander) (1,869, 90, \$1.20)—"Macbeth" (Rep) (2d wk), Did fairly well at \$7,000 last week. The fairly (2d wk), 1000; 50-70)—"Second Hayride" (U) (no.). Here after fair initial State stanza, Last week. "Innocent Affair" (UA) (2d wk), light \$4;200.

wk), light \$4;200.
Pix (Corwin) (300: 50-70)—"Sitting Pretty" (20th) (2d run). Last week, "Raw Dean" (EL) (2d wk), light (340) (Par) (4,400: 50-70)—"Paleface" (Par). Last week, "One Sunday Afternoon" (WB), light \$12,000.

\$12,000.

RKO-Orpheum (RKO) (1,600; 50-70)—"Every Girl Should Be Married" (RKO). Last week, "Blood on Moon" (RKO), good \$11,000.

RKO-Pan (RKO) (1,600; 50-70)—"Blood on Moon" (RKO) (m.o.), Here after healthy first week at (Continued on page 61)

#### Words' Starting Off Fast in Pitt

"Tareny" (U) 12d well, nice \$6,800.

Roosevelt (Sterling) (800; 50-84
—"Julia Misbehaves" (M-G' and "Night at present the step of the step

#### 3-Day Holiday Boosts Philly; 'Sky.' Of New Year's Lineup 'Joan,' Paleface, 'Juan' Look Standout

#### Heavy New Year's Biz Ups St. Loo; 'Words' Loud, 'Havride' Starts Stout

Hayride Starts Stout
St Louis.
Sagging grosses at the mainsemmers were hypoed by heavy
New Year's Eve bir. "Words and
days to abordon fish." Meetden
Hayride," looks fairly good.
Estimates for Last Week.
Estimates for Last Week.
"Sunday Aftermon" (WB) and
Rocky" (Mono). Last week, "Live
A Little" (ELD and "Hollow
Fox FEM) (500), 50.75). "Meeican Hayride" (10) and "Blondles"
Fox FEM) (500), 50.75). "Meeican Hayride" (10) and "Blondles"
Escret" (Col.) Last week, "Faleican Hayride" (10) and "Blondles"
Escret" (Col.) Last week, "Faleican Hayride" (10) and "Blondles"
Escret' (Col.) Last week, "Faleican Hayride" (10) and "Blondles"
Escret' (Col.) Last week, "Faleican Hayride" (10) and "Blondles"
Table (11) Last week, "Faleican Hayride" (10) Last week, "Live

Fox Faleican Hayride

Fox FaleIcan Hayride

Fox FaleIcan Hayride

Fox Fa

#### 'Paleface' Scalps New Toronto Record, \$32,600

"Paleface" set a me Toronto.
"Paleface" set a me Toronto.
ord at the Imperia. Whose renord at the Imperia. Set a me Toronto.
The Toronto. The Toronto.
The Toronto. The Toronto.
The Toronto. The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toronto.
The Toro

Hyland (Rank) (1,354; \$1-\$1.50)

—"Hamlet" (U) (7th wk). Back to near capacity after nice \$7,500 last week.

Imperial (FP)) (3,373; 36-66)—
"Paleface" (Par) (2d wk). New record at \$32,600 for first week. Will hold for four weeks.

hold for four weeks.

Loew's (Loew) (2,096; 36-66)—
"Three Musketeers" (M-G) (2d wk).
Terrific \$21,000 on initial round;
skedded to hold over three weeks.

Odeon (Rank) (2,390; 35-\$1.20)—
"Miranda" (EL) (2d wk). Lusty
\$16,000 for tee-off session. Shea's (FP) (2,386; 36-66) —
"When 'Baby Smiles" (20th) (2d
wk). Hit hefty '\$13,000 in opener.
Tivoll (FP) (1,431; 36-66) — "Return of October" (Col). Tepid

Uptown (Loew) (2,743; 36-66)— "You Gotta Stay Happy" (U), Fine \$14,000:

The three-day halfidelphia.

The three-day ha

fine \$15,000.

Arcadia (S&S) (700, 50-99)

"When Baby Smiles" (20th) (2d wk). Doing well. Last week, great \$5,000.

Boyd (WB) (2,360; 50-99)

"Kissing Bandit" (M-G) (2d wk). Near first week. Last week, neat \$21,000.

Earle (WB) (2,750; 50 - 99) —
"Words and Music" (2d wk) (M-G).
Holding well. Last week, socko
\$30,000.

\$30,000.

Fox (20th) (2,250; 50-99)—"Yellow Sky" (20th). Out 'in front with smash week likely. Last week, "\$17,000.

Goldman (Goldman) (1,200: 50-99)—"Paleface" (Par). Sensational start, and talk of town. Last week, "Three Musketeers" (M-G). (5th wk), fancy \$20,000.

#### 'Paleface' Real Wampum In Buff .: 'Words' Strong

In Buff.; Words' Strong

Usual bright New Years' week is
in prospect here, with "The Faleface" starting out like the sock
leader at Great Lakes, "Words and
the Buffalo, "Hamlet" is continuing its original fancy pace after
great opening week at Feck.

Buffalo, (Shea) (3,500; 40-70)—
"Words and Music" (McG). Last
week, "Kissing Bandit" (M-G) and
"Jungle Patrol" (20th), mild.

Great Lakes (Shea) (3,40; 40-70)
"Paleface" (Par). Last week,
"Wonderful Urge" (20th), thin
Hipp (Shea) (2,100; 40-70)—
"Wonderful Urge" (20th) (mo.).

Hamlet" (U) (2d wk). Holding
well. Last week, fancy \$9,000,
"Hamlet" (U) (2d wk). Holding
well. Last week, fancy \$9,000
"Hamlet" (U) (2d wk). Holding
well. Last week, fancy \$9,000
"Hamlet" (Col) and "Eset Man
Wins" (Col), not sharp at \$3,000
"Hamlet" (Col) and "Best Man
Wins" (Col), not sharp at \$3,000
"Wins" (Col) and "Best Man
Wins" (Col) and "Best Man
Wins" (Col) and "Best Man
Wins" (Gol) and "Blood on and "Bodyguard"
(RKO). Last week, "GalMaried" (RKO) and "Bodyguard"
(RKO). Last week, "GalMaried" (RKO). And "Bodyguard"
(RKO). Last week, You de "Bodyguard"
(RKO). La stage. Might have been smaals but a control of the stage of the property o

#### Heavy Snow, Rain Hurts Chi Albeit **Hope-Torme-De Wolfe Wham \$76,000**; 'Shoes' Big 16G, 'River' at Flood 39G

Chi boxoffice got caught in heavy snow storm and rains which swept city over the weekend and early in the street of the control of the contro and Three Suns opening session.

"Red River at the Woods rolled up a colossal \$39,000 opening round." "Yune Bride" at the State-Lake did healthy \$22,000 opener. "Red Shoes" teed off at Selwyn with socks \$16,000 and is hold-with socks \$16,000 and is hold-

Ing.

In the holdover section, brightest was the second week of "Every Girl Should Marry" at the Palace which took home \$17,000, "Hamlef" at the Apollo, in fifth week, was nifty \$14,000. "Snake Pit" at the Garrick. in seventh stanza, did bright \$15,000.

Oriental (Essaness) (3,400; 50-98)—"Three Musketeers" (M-G) plus Three Suns p.a. (2d wk); Socko \$59,000 for opener.

\$59,000 for opener.

Palace (RKO) (2,500; 50-98)—
"Every GIrl Should Marry" (RKO)
(2d wk). Trim \$17,000.

Mialto (Indie) (1,700; 50-98)—
"Phantom of Opera" (U) dreissues).
Tair \$7,800 for first week.

Rosevelt (B&K) (1,500; 50-98)—
"Night at Opera" and "Snn Franchist.

Okay \$12,500 after fast \$16,000 in first.

Selwyn (Shubert) (1,000; 1.20-2.40)—"Red Shoes" (EL) (2d wk). Hit socko \$16,000 in first week ending Dec. 31.

Moods (Essaness) (1,073; 98)—
"Red River" (UA) (2d wk). Huge
\$39,000 for Initial week.
World (Indie) (587; 80)—"Lost
One" (Col) (8th wk). Not too bad
\$3,500 for 7th week.

#### INDPLS. ON UPBEAT: 'HILLS' \$13,000 TOPS

Pistrus biz has recovered from pre-holiday slump of Christmas week, but didn't get much above average anywhere partly because between the control of weekender doubt week. Nothing moved from Indiana to Kelibra weekender was a support of the control of the contro

Estimates for Last Week Circle (Gamble-Dolle) (2,800; 44-65)—"Blood On Moon" (RKO), Oke \$11,000.

Indiana (Ganble-Dolle) (3,300; 44-65)—"Mexican Hayride" (U). Fair \$11,500.

Fair \$11,500.

Keith's (G-D) (1,300; 44-65) —
"One Brick Higher" (Indie). Thin
\$2,600 on documentary made at
Purdue University with student

Cast, Loew's (Loew's) (2,450; 44-65)—
"Danger In Hills" (M-G) and "Gallant Blade" (Col). Nice \$13,000.
Lyrie (G-D) (1,600; 44-65) —
"Plunderers" (Rep) and "Rose of Yukon" (Rep). Mild \$5,500.

#### 'Married' Opens Smash. Hope Holds Up Nicely

THURE THURES UP NICEUY
Grosses are hade the regular
stride, fairly, well recovered from
the pre-Christmas slump. Town
has roster of ane pix, too, getting
sone, the pre-christmas slump. Town
has roster of ane pix, too, getting
sone, the pix of the pix of the pix
had been sone the take this session. "Words
and Music." at the Midland, opened
Friday (31). "Every Girl Should Be
Married," at the Orpheum, started
free," in second week at Paralooks unusually good after smash
opener.

Esquire (Fox Midwest) (820; 45-65)—"Rose Washington Square" (20th) and "Runaway Daughter" (SG) (reissues) opened Thursday (30). Last week, "Return of Wild-fire" (SG) and "Jungle Goddess" (SG), slow \$2,500.

\$12,000.

Orpheum (RKO) (1,900; 45-65)—
"Every Girl Should Be Married"
(RKO) and "Indian Agent" (RKO).
Off to a great start Wednesday.
(29). Last Days of Pompeii" (RKO) and "She" (RKO) refessues), unusual billing for Christmas week but did well at \$8,000.

Paramount (Par) (1,900; 45-65)—
"Paleface" (Par) (2d wk). Not far
off from first week pace. Last
week, great \$20,000 for Bob Hope

comedy.

Roxy (Durwood) (900; 45-65)—
"Panhandle" (Mono) and "SixtenFathoms" (Mono). Opened Sattenday (I). Last week, "Live a Little"
(EL) and "Adventures G all an t
Bess" (EL), mild \$4,000.

Bess' (EL), ming 37,000.

Tower-Uplown-Fairway (Fox Midwest) (2,100, 2,043, 700; 45-65)

—"Yellow Sky" (20th). Opened Friday (31). Last week, "Mexican Hayride" (U), light \$11,000 in 9 days.

## ending Dec. 31. State-Lake (B&K) (2,700; 50-88) "June Bride" (WB) (2d wk). Trims 22,000 for first session. Surf (Indie) (850; 850.—"This 1s New York" (UA) (8th wk) Okay 48,000 for fifth week, 48,000 for fifth week, 48,000 for fifth week (Dorado" (Col) 480.—"Main from Colorado" (Col) OK; 'Hayride' 12G

Projects for burses on the main stem is good from the centre of the cent

all. State (Loew's) (3,000; 45-65)—
"Danger in Hills" (M-G) and "Gallant Blade" (Col). Fairish \$11,000.
Strand (FA) (1,000; 45-65)—
"Plunderers" (Rep) and "Grand
Canyon Trail" (Rep). Helped by
school holidays to brisk \$7,000.

Plan South Jersey Drive-In Pilliadelphia. A new drive-in has been amounced for the South Jersey area, by W. W. Smith, president of Park-in Theatres, of Gloucester, N. J. Gloucester group will be asso-ciated with the Sablosky film in-terest, of Palliadelphia, in the new season of Park-sea Drive in Bridgeton-Vineland.

#### Fat Holiday Fare Lifts Cincy; 'Words' Out In Front, 'Married' Torrid

At 1011, Inditited 107111 assortment of continuation of continuation assortment of strong holiday fare and big generally is setting a hot loaders in the strong holiday fare and big senerally is setting a hot loaders in exceeding the colosal week with "Blondles Secret" and a solid bill topped by Jack Carson and the loaders in the bill topped by Jack Carson and the loaders of the

run. Aloddovers in the man are En Edimines for Last Weck
Albere (IRKO) (3,100; 64: 94)

"Blondie's Server" (Col) pilus Jack
Carson, Marion Button, others, on stage. Looks headed for colossal visual stages and the stages of the

Shubert (RKO) (2,100; 55-75) —
"Rogues' 'Regiment'' (U) (m.o.). In
fairish stride. Last week, "Gallant
Blade" (Col) (m.o.), so-so \$4,500.

#### Frisco Climbs Up; 'Pit' Big Starter

Clearing weather and upped holiday scales helped brighten Market Street firstums over the weather and the state of the sta

wid. Holding up nicely. Last week.

Ber S22,200. (Par) (2,64c, 60,85).

Parameter (Par) and 'Disseler' (Par) (2d vk. Saying up fine Last week, sock \$30,000.

Ge-85.

The Acquised (Par) (2d vk. Saying up fine Last week, rock \$30,000.

Grphum (Nr. Coast) (2,446; 55Grphum (Nr. Coast) (3,546; 51Grphum (Nr. Co

(8th wk). Snaping up an arrow-great session. Last week, socko \$11.500. Esquire (No. Coast) (955: 55-85) —"Return of October" (Col) and "Boing okay. Last week, "Red River" (UA) (m.o.), big \$4,400 on 4th week.

#### B'way Likes Sound of New Year's Biz; 'Married'-Lancaster Tall, 'Juan'-T.D. Sock, 'Words' Wow 3d, 'Joan' Hot 7th

frame. "Snake Pit" also soared, "scaching very strong \$34.00 in Barbara Ann Scoti heading new ice show with Ming & Ling, Bob Evans Standard Strong Stricts, Vil. 200; 55
Estimates for Last Week
Ambassador (Stritzky) (1,200; 55\$1.00—"Jungle Jim" (Col.) Opened Island Strong Stritzky) (1,200; 55\$1.00—"Jungle Jim" (Col.) Opened Island For John Strong String Strin

62

#### Legit's Four-City Routine

woman," and the comedy "Excuse the booking numerous attractions at the present time may be more difficult but it can be done. And once you book a hit nowadays, the gross three times are mentioned above. The "Road" is all right and healthy, and has plenty of amuse neath money for stage successed them to see the second of the contract of the second of tickets, will 'relieve the transportation outlay for this charge can be handled on a pro-rata basis. The idea of the League is excellent and can be accomplished successfully with the good-will and cooperation of the actors, stagehands, press agents, musiclains and other craftsmen of the theat of the cooperation of t

many years.

It is true production costs are entirely too high and under present booking conditions, with but a skimpy list of etites available at this writing, managers are property cautious about sending a No. or company on an extending a No. or though the property of the product of my lack of interest and un-willingness of the members to sub-scribe generously to this worthy cause can destroy to howement that promises to restore one of the fine arts to its former high pedes-tal. The drama is old but it still lives!

#### Beaucoup One-Nighters

company on an extended tour of the one and twenlight stand through hig money may be made in the content of the

#### 2d Drive-In for Mpls. Indie Unit to Cost 140G Minneapolis.

Ted Mann and Charile Rubenstein, local independent circuit wowers, start next spring on their second Duluth drives in the second Duluth drives in the second Duluth drives in the area last summer. At the same time, overs passed a zoning ordinance which will block a proposed driven by the Minnesota Entertainment Enterprises, comprising a group of prominent Twin City indice exhibitation.

prominent Twin City indie exhibitors.

In the face of opposition from
North Central Allied which has
North Central Allied which has
nore the control of the control
Secrets, who formerly operated
the Princess, nabe house, is still
seeking a permit in another section of the city. Council refused
to the city. Council refused
to the city. Council refused
controlled to the property in the
Council of the Paul Mans group
new theatre fleense in Bose, Twin
City subuph. A lienes was issued
there to Minnesota Amiss. Co.

1.000-Car Cal. Drive-In

Whittier, Cai.

New drive-in, to accommodate
1,000 cars, being built here by
Pacific Drive-In Theatres in association with Frank and Fritzie
Fishman. It wiii cost \$300,000. Whittier, Cai

#### Politics and the Artist

#### See 1949 Production Hypo

1947	. 19
March 97.8	77
pril101.1	75
May	83
ugust 95.0	65
eptember 93.5	- 74
MG's 12 Classics	

Tound figure for studio employees will include "Born Yesterday," "All reportedly was 30,000. The studio of the property of the King's Men." "Lona Hanson," Total on the part 74,3% of the King's Men." "Lona Hanson," and the part 74,3% of the King's Men." "Lona Hanson," and "Green will be the part 74,3% of the studies of the King's Men." "Lona Hanson," and "Green will be the part 74,3% of the studies of the King's Men." "Lona Hanson," and "Green will have the part of the studies of the King's Men." "Lona Hanson has a property of the studies of

"Goldwyn's Duo
Samuel Goldwyn, whose last year
output for RKO consisted of "A
Song Is Born" and "Enchantment,"
Song Is Born" and "Enchantment,"
Goldwyn, whose last year
output for RKO consisted upcommand the control of the control of the control
Song Is Born" and "Enchantment,"
Goseman Me and "Goldwyn's Mackinlay Kantor's warn about a New
Their Wedding Night," Mackinlay Kantor's warn about a New
Wakening."

There'll be at least two for RKO
from Walt Disnoy—"So Dear to
My Heart," early this year, and
My Heart," early this year, and
My Heart," early this year, and
Missey and the control of the control
My Heart," early this year, and
My Heart," early this year, and
My Heart," early this year, and
My Heart," early this year,
Heart, and the control
My Heart," early this year,
Heart, and the control
My Heart," early this year,
Heart, and the control
My Heart,
Heart, and the control
My Heart,
Heart, and Heart,
Hea

each.
Columbla will turn out at least
50, compared with 1948's 54. This
Includes four seriais, three Genc
Autry gallopers and eight Charles
Starrett westerns. Top-budgeters

un," "Three Little Words," "Mide of the complete little," "The Capital words," "Mide of Little," "The Capital words," "Mide of Little," "The Capital words," "Mide of Little," "The Capital words," "All of Riley" and "Abbott & Costellab little complete lineup yet but will make at least as many as fast year. This lot will go in more formand that the complete lineup yet but will make at least as many as fast year. The complete lineup yet but will make at least as many as fast year. The complete lineup yet but will make at least as many as fast year. The complete lineup yet but will make at least as many as fast year. The complete lineup yet but will make at least as many as fast year. The complete lineup yet but will be made to make the little will be the complete lineup will be made on "Come years made 28 in "48, including which started grinding 'em out in March. Elkins' medium budgeters totaled seven, and it's expected be produces at least 10 during studio output. The little will be made on "Come least lineup will be

#### NASSOUR STUDIOS START YEAR WITH HEFTY SKED

Nassour Studies are getting off to a good start in 1949 with four companies definitely slated to shoot in January, making it the busiest rental lot in town. There may also be a fifth starter. In addition, studie has four rental deals lined up for February and two more for March. Hollywood.

March.

January starters are W. Lee
Wilder's "By Hook or By Crook,"
Matty Kenp's and Gene Raymond's
second Masque Production, as yet
untitled, a feature from Profestart
Film Commission: and an undisclosed film for which contracts will
be signed this week.

Wednesday, January 5, 1949 BEST WISHES.

Janua Benlus

## and mine too!



FOR PICTURES **FAMOUS ARTISTS** 

# MARIE McDONALD

JUST CONCLUDED A PERSONAL APPEARANCE TOUR OF THE NATION'S LEADING THEATRES

VARIETY:

"MISS McDONALD, WHO'S A LOOKER, IS BOXOFFICE."

ABEL

WINCHELL-

"Not all of Marie McDonald's charms are poured into a gown, She does a good job at song de-livery at the Roxy, too."

Looking Forward to Recording with Tommy Dorsey and His Orchestra

RADIO AND PERSONAL APPEARANCES WILLIAM MORRIS AGENCY

Congratulations to

VARIETY

from its friend on the Hollywood Range

# CHARLES STARRETT

COLUMBIA STUDIOS



## LEWIS ALLEN

DIRECTOR

PARAMOUNT PICTURES

"Sealed Verdict" "Chicago Deadline"





Currently Starring in

'Where's Charley?'

St. James Theatre New York

Season's Greetings

# GARY COOPER



SABU

"Man Eaters of Kumaon"
"The End of the River"
"Song of India"

Management:

Edward Sherman Agency

Beverly Hills, Cal.

MOTION PICTURE THEATRE
OPERATING MANAGERS
AND ASSISTANT
MANAGERS GUILD

P. O. BOX NO. 185 STATION N
NEW YORK 23, NEW YORK

# Season's Greetings



# LENA HORNE

CONCERT TOUR
CLUBS
MGM PICTURES
MGM RECORDINGS

# HAROLD VERMILYEA

"SORRY WRONG NUMBER"
"MIRACLE OF THE BELLS"
"THE EMPEROR WALTZ"

Management:
JANE BRODER



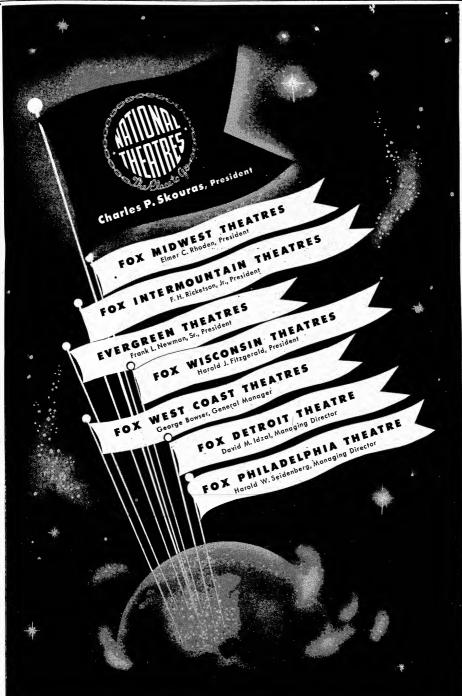
CONTRIBUTE TO THE

MOTION PICTURE RELIEF FUND

# ROBERT ARTHUR

PRODUCER

UNIVERSAL-INTERNATIONAL



# GEORGE JESSEL

"WHEN MY BABY SMILES AT ME"

20TH CENTURY-FOX

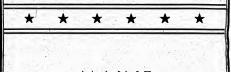
Holiday Greetings

# **PARAMOUNT** THEATRE

New

York

Original Home Of Broadway's Greater 2-for-1 Shows



MAINE AND NEW HAMPSHIRE THEATRES CO.

John J. Ford



# BUD ABBOTT AND COSTELLO

# "AFRICA SCREAMS"

A NASSOUR STUDIOS PRODUCTION

UNITED ARTISTS RELEASE

#### HAPPY NEW YEAR

FROM

## BUTTERFIELD THEATRES

#### **MICHIGAN**

INSTITUTION

1906

1949

MY BEST TO



# Eddie Buzzell

Congratulations!

fron

## A. J. BALABAN

(Founder of Balaban & Katz Theatres) **EXECUTIVE DIRECTOR**.

ROXY THEATRE
NEW YORK CITY

BIRTHDAY
GREETINGS
to VARIETY
from CANADA!

#### **FAMOUS PLAYERS**

CANADIAN CORPORATION LTD.

operating
350 THEATRES IN
CANADA AND NEWFOUNDLAND





2nd Year

**KRAFT MUSIC HALL** THURSDAY EVENINGS NBC

#### IT IS BETTER TO GIVE THAN RECEIVE

GIVE TO

The "Heart" Fund\*

The "Cancer" Fund\*

\* Heart Assn. of New York, 270 Park Ave., New York City 17

1 Damon Runyon Memorial Fund, 235 E. 45th St., New York City

## IRVING CUMMINGS, Jr.

Produced

## "IT'S ONLY MONEY"

STARRING

FRANK

JANE

GROUCHO

SINATRA RUSSELL

MARX

Soon to Be Released by

**RKO-RADIO PICTURES** 

Season's Greetings

## **ROY ROWLAND**

In Preparation
"SCENE OF THE CRIME"
M-G-M

## PINE-THOMAS

## A NEW DEPARTURE IN

Encouraged by the solid exhibitor support given our limited budget pictures during the past eight years, we turned to the big picture market for the first time with "ALBUQUERQUE."

Based on a famed best-seller, east with four front-line western stars and photographed in Cinecolor, "ALBU-QUERQUE" received top playing time and the box-office results were most gratifying.

Henceforth, we will devote our efforts exclusively to the production of three important top-budget attractions annually.\*

#### William H. Pine-William C. Thomas

"EL PASO"

Starring
JOHN PAYNE
GAIL RUSSELL
STERLING HAYDEN
GEORGE "GABBY" HAYES

In Cinecolor

In Production

"MANHANDLED"

Starring
DOROTHY LAMOUR
DAN DURYEA
STERLING HAYDEN

Preparing

"CAPTAIN CHINA"

"SAXON CHARM"

DIRECTED RY

"FAMILY HONEYMOON"

## CLAUDE BINYON

TO DIRECT

ONE

For 20th Century-Fox

ONE

For Universal-International



## **EDMUND GWENN**

CURRENT RELEASES

"HILLS OF HOME" - M.G.M. "APARTMENT FOR PEGGY" - FOX "MIRACLE ON 34TH STREET" - FOX

CURRENT ASSIGNMENT

"HIGHLAND LASSIE" - M.G.M.

Under Contract to:

METRO-GOLDWYN-MAYER

Season's Greetings

## LEO MCCAREY

RAINBOW PRODUCTIONS, INC.

**BEST WISHES** FOR THE NEW YEAR

## ROY ROGERS

AND

**TRIGGER** 

**SEASON'S GREETINGS** 

## RITA HAYWORTH

Exclusively

**BECKWORTH PRODUCTIONS** 

Management

WM. MORRIS AGENCY, INC.

## FRED KOHLMAR

**PRODUCER** 

20TH CENTURY-FOX

**GREETINGS** 

## ASTOR, VICTORIA and BIJOU THEATRES NEW YORK

Congratulations

VARIETY

and All the Muggs

SAM MARX

## Congratulations On Your 43rd Anniversary

## **FAMOUS ARTISTS CORPORATION**

AGENCY

#### Beverly Hills Office

CHARLES K. FELDMAN JACK GORDEAN NED MARIN A. L. ROCKETT WILLIAM B. DOVER FELIX FERRY MILT GROSSMAN SAMUEL P. NORTON MILTON E. PICKMAN NED BROWN GRACE DOBISH MORTIE GUTERMAN THOMAS GREENHOW THOMAS GRIES SID EDELSTEIN ALAIN BERNHEIM

New York Office

CHARLES H. ABRAMSON TED LLOYD SEASON'S GREETINGS -

## JOHN GARFIELD

Season's Greetings

## LLOYD BACON

#### HOLIDAY GREETINGS FROM

## TWIN OPEN-AIR THEATRES

87th and Cicero Ave. CHICAGO, ILLINOIS

WORLD'S LARGEST DRIVE-IN THEATRES

## RIALTO THEATRE

State and Van Buren
CHICAGO

#### CHICAGO'S

First and Most BEAUTIFUL

### DRIVE-IN Theatre

Waukegan and Golf Rds. CHICAGO, ILLINOIS WITH THE BEST WISHES OF

## ALFRED NEWMAN

GENERAL MUSIC DIRECTOR

20TH CENTURY-FOX STUDIOS

**CONGRATULATIONS** 



## SAMUEL G. ENGEL

**PRODUCER** 

**20TH CENTURY-FOX** 

Season's Greetings

Comerford-Publix Theatres Corp.

**BEST WISHES TO** 



## ARTHUR FREED

M.G.M.

Greetings

## CHESTER ERSKINE

UNIVERSAL-INTERNATIONAL

RADIO CITY

Showplace of the Nation



MUSIC HALL

Rockefeller Center, N. Y.

An institution known throughout the world for its presentation of outstanding motion pictures and stage shows notable for their good taste, beauty and perfection of execution.

## WALTER WANGER

SEASON'S GREETINGS

## John M. Stahl

"FOXES OF HARROW"
"WALLS OF JERICHO"

20th CENTURY-FOX

Greetings

## DOROTHY LAMOUR

CONGRATULATIONS

VARIETY

**NICHOLAS NAYFACK** 

M-G-M

BEST WISHES FROM

LOUIS R. LIPSTONE

MUSICAL DIRECTOR DARAMOUNT DICTUR

Danny Kaye

Best Wishes

## ROBERT Z. LEONARD

**METRO - GOLDWYN - MAYER** 



Season's Greetings

### NASSOUR STUDIOS

Present

BUD

LOU

ABBOTT & COSTELLO

IN

## "AFRICA SCREAMS"

WITH

CLYDE BEATTY

FRANK BUCK

HILLARY BROOKE

MAX BAER

BUDDY BAER

JOE BESSER

Directed by

CHARLES BARTON

for
UNITED ARTISTS RELEASE

CHICAGO

ESSANESS

WILLIAM A. SEITER

Season's Greetings

. Harry Sherman—Vernon E. Clark

CALIFORNIA STUDIOS

## LEON ERROL

MANAGEMENT FREDDIE FRALICK

## JOSEPH LOSEY

DIRECTOR

"THE BOY WITH THE GREEN HAIR"

GIVE TO

## PERMANENT CHARITIES

CONGRATULATIONS

VARIETY

## DON TAYLOR

MARK HELLINGER'S

"THE NAKED CITY"

## STEPHEN AMES

PRODUCED

"THE BOY WITH GREEN HAIR"

COLOR BY TECHNICOLOR

RELEASED THROUGH RKO

## GINGER ROGERS

"BARKLEYS OF BROADWAY" AN ARTHUR FREED PRODUCTION FOR M-G-M

Season's Greetings

## EDMUND GOULDING

## Edward Small Productions

EVERY Edward Small PRODUCTION

BRINGS WITH IT A GREAT

**Box-Office Heritage!** 

by the EDWARD SMALL Organizati

Never before a picture so packed full of forceful fact!
Timely as today's headline!

Sensational! NOW IN RELEASE

Soon!

"Walk a Crooked Mile" Sterring with LOUISE ALLERITION • CARL ESMOND
LOUIS HAYWARD
DENNIS O'KEEFE

DENNIS O'KEEFE

WITH LOUISE ALLERITION • CARL ESMOND
DENNIS O'KEEFE

GET SET FOR NEW RECORDS!

ORSON WELLES NANCY GUILD Based on Alexander Duma-"CAGLIOSTRO"

from "Monotire of a Physician"

Akia Tenfred, Frank Lelinor, Visiolita Certes, Gessey Retoff,
Reset Unders, A Greece Retoff Froduction, Seymed Burn.

A Greece Retoff Froduction in the Common of the Common and Thomas and Thomas the Common in the Common in

NOW IN RELEASE SKELTON

## FULLER

**BRUSH MAN"** 

· Co-Starring JANET BLAIR Don McGuire, Hillary Brooke, Adele Jergen

S. Sylvan Simon Production for Columbia Release NOW IN RELEASE

Starring DENNIS O'KEEFE

Kate Gennigate"

RE FILMED IN TECHNICOLOR IN ENGLAND

widely read and gripping novel of England in the days when men fought for their lives . . . and their love.

STARTS SHOOTING SOON

nal interest or created a greater demand for production.

NOW IN RELEASE

The Black Arrow'

with George Macready, Edgar Buchanan, Rives Williams, Waiter Kingsford, Lowell Giltstee-Railwell Hobbs, Paul Cavanaugh, Ray Teal Directed to Goffon Jouenes Produced by Grant Whytosk, Secrephyl by Edgard, Thomas Selice Secrephyl by Edgard, Thomas Selice

- NOW FRITING

"The Dark Page"

Samuel Fuller's gripping mystery novel of life in the row—as modern and fast moving as 1948!

George MONTGOMERY • Ellen DREW

"Indian Scout"

United Artists Balance

RELIANCE PICTURES, INC., controlled by Edward Small Productions, Inc., releasing a program of six pi

Season's Greetings

## JONES. LINICK **SCHAEFER**

CHICAGO, ILLINOIS

GREETINGS

### RUSSELL MARKERT

OF .

RADIO CITY MUSIC HALL

NEW YORK CITY

### FLORENCE ROGGE

**ASSOCIATE PRODUCER** 

**BALLET DIRECTOR** 

RADIO CITY MUSIC HALL

The "Surf" Theater

Specialist in unusual treatment for unusual films

H. & E. BALABAN THEATERS - CHICAGO



Milton Schwarzwald

DIRECTOR OF MUSIC

UNIVERSAL-INTERNATIONAL PICTURES

Season's Greetings...

## ROONEY-STIEFEL, INC.

**MICKEY ROONEY** 

SAM STIEFEL

#### "For 30 YEARS

the Tarzan pictures have consistently outgrossed the annual average of all other "A" pictures in the international market.

#### For 30 YEARS

the Tarzan pictures have been produced on "A" budgets . . . and have played "A" houses . . . at "A" admission prices . . . and have consistently brought "A" PLUS returns to exhibitors.

#### For 30 YEARS

the Tarzan pictures have provided clean, exciting, imaginative entertainment to theatre goers of all ages."

> (Signed) SOL LESSER

NOW READY FOR RELEASE:

EDGAR RICE BURROUGHS'

## TARZAN'S MAGIC FOUNTAIN"

starring LEX BARKER

Co-Starring BRENDA JOYCE \* With ALBERT DEKKER EVELYN ANKERS \* CHARLES DRAKE and "CHETA"

Produced by SOL LESSER \* Directed by Lee Sholem

Released by R.K.O. Radio Pictures





WORDS AND MUSIC



THAT WONDERFUL URGE on Ice Stage-BARBARA ANN SCOTT in "WINTER CARNIVAL"

ROXY 7th Ave. 4

OLIVIA de HAVILLAND the Snake





SPORTSERVICE, Inc. JACOBS B HURST BLDG. BUFFALO. N

SEASON'S GREETINGS

## **ARTHUR HORNBLOW Jr.**

Producer

#### Radio At Its Best

By AL SCHWARTZ & SHERWOOD SCHWARTZ

Hollywood.

Jack McHope, very big comedian, counted the money Jack Mcnope, very bug comeruin, counted the money again. Yes, it was all there, Nine hundred and eighty million dollars. (\$980,000,000). He stuffed it back into his pockets, streered as he walked past NBC and entered CBS. Ah. CBS. What those grand initials stood for—Comedians Bought and Sold.

Comedians Bought and Sold.

This was a big day in the life of Jack McHope. As he was a lovely red carpet, she led to the building, they unrolled the red carpet to the two sets a lovely red carpet, six bleeding vice for the strength of the

around him.

As Mellope glanced at the Gruen Curvey control completed that he had made a witer move. Buying control to the deeded than he had made a witer move. Buying control to the deeded than he had made a witer move. Buying control to the state of the state of

Yes, this was radio at its best. But his thoughts were interrupted by a Western Union by who handed him a telegram. MeHope gave the boy a tip, two cases of Walter Klein, and glanced cassally at the contents of the wire. It said, "Dear Jack. Here is our latest offer to return to your old network. Nine hundred and ninety million dollars (\$990,000,000).

An extra \$10,000,000? Jack was about to crumple the telegram and throw it away when he noticed a P. S. at the foot of the wire. "Enclosed please find fountain pen. Feel free to add as many zeros as you like."

There was no doubt about it. This was a fair offer. This was radio at its best. He wanted to discuss it with his agent so he turned to his script girl and said, "Get Jimmy on the phone."

Jimmy on the phone."
In silence she handed him a copy of Vanierv. McHope gianced at the headline and gasped. His agent, had just been bought by McA for \$5,000,000. Perhaps he should call McA. But wait—look at the headline on the next page. McA had just been bought by William Morris. In that case he would call. William Morris. He was about to dial the phone, when he saw the headline on the foliowing page. "Polan & Rosenberg Complete Big Deal, Polan bogs William and Rosenberg bogs Morris by Sale."

Oh, well, if his agent wasn't available he'd call his advertising agency. Good old BBD & O. He dialed the number. A girl's voice sald, "Batten, Barton, Durstine & Rubieam."

ubicam," he exclaimed. "What happened to the where's Osborn?".

The girl replied, "Osborn was sold to Y & R. I think they wanted a vowel to break up the monotony."
"Well, I've got to talk to somebody," McHope explained.
"Who handles me now?"

"Well, that's hard to say. Batten just bought Ruthrauff Ryan, Barton just bought Foote & Cone, and Durstine negotiating with Dancer & Sample."

"What's happened to Belding, and Fitzgeraid?"
"I'm sorry," she replied, "Til have to hang up now,
I was just bought by Phil Spitalny and his All Girl Orchestra. I'm being billed as Tillie & her Magic Typewiler."

#### Speed Riggs and F. E. Boone

There was a click on the other end of the phone. Mclope hung up the receiver. So now the buying bug had
here selverising agencies. Where would this all end?
Here was a constant of the selverising agencies where we had not not be
to be desired the selverising agencies. Where would be lacky strike slot. Out came a package of Canels in a
Chesterfield wrapper. Bewildered, he booked at a notice
posted to the package. "Starting next week there will be
posted to the package." Starting next week there will be
payment on the selverising the se

Where would this spending spree stop? Who could give him advice about his new offer? Well, as a last resort of the spending that the bis writers. He pushed a button which be spended that the bis writers. He pushed a button which was a spending that the bis writers appeared before him.

McHope was about to speak to them, when he suddenly realized that his writers were acting peculiar. They were standing on the same rug as he was, and with their shoes on; too.

There was a moment of heavy silence, and then his head writer spoke up. "This is the last time we answer your buzzer," he told McHope.

'What?" McHope gasped.

"Yes," echoed the others," that's the last time we an-ver your buzzer. We have just been bought on the open arket for 12½c. a pound."

So the buying spree had sunk to this level. It was a good idea for comedians. But agents, advertising agencies, and now writers—it was too much.

There was only one person left that he could turn to

McHope left the studio, and rushed home. His wife would give him advice. He knocked on her bedroom foer. There was no answer. He rushed in. There on meaning the state of the

Well, let them all desert him. He still had that offer from NBC. He grabbed the phone. "Quick, operator," he yelled, "Get me NBC. I have to sign a contract." "Too late," the operator answered. "NBC and Catherbush been bought by ABC."

Mithout further adicu, Jack McHope sank to the floor and died. And you know something? The poor man had to be buried under Betty Grable's footsteps because Grauman's Chinese Theatre had just been bought by For-sts Lawn

Was this radio at its best?

## Radio's No. 1 Talent Poser: Where Will They Come From?

By CARROLL CARROLL

Hollywood The networks are now courting each oth er's top talent by showing off with capital half-gainers and other finan cial flip-flops. This is against the day when television comes coyly around that corner. But their big radio prob-

comes coyly around that corner. But the mif they mean to stay in radio, and I'll bet they do) remains unsolved. Pretty soon they're going to have to Pretty soon they're going to have to of the giant personalities the place of the giant personalities the place of the giant personalities of the state of the giant personalities of the giant personalities of the giant personalities to be selected by the stiff ray of TV, or seduced by the stiff ray of TV, or seduced by the stiff ray of TV, or they've earned the right to settle down, live quietly on a modest million a year, and let younger blood down, live quietly on a modest million a year, and let younger blood onds from an air-tight sk-minute avalanche of yoks.

It doesn't nake much difference wi



onds from an air-tight six-minute carroll carroll avalanche of yoks,

It doesn't make much difference what siphons off the gafters—television, annuities or the law of diminishing afters—television, annuities or the law of diminishing the law of the law

away from Bergen? Or vice-versa?
Arthur Godfrey is, perhaps, the only valid new personality commanding a truly big and loyal audience to come
to prominence on the radio scene in the last couple of
meaning of the word new.
Henry Morgan, Danny Kaye
and Robert Q. Lewis are still trying to get one solid click.
Arnold Stang is still coming up the hard way and may
make it, if he desen't get his own show too soon.

#### Radio Needs Those Names

Radio Needs Inose Names

There will always be a place in radio, for new shows, new vehicles with new, amusing and lovable characters. But the entire level of radio listening will slowly lower to daytime level with the gradual disappearance of the great, affectionately held, cornerstone of radio, the personalities affectionately held, cornerstone of radio, the personalities of the state of the for so many years that the artist became the picture.

Some may say nothing happened when Ed Wynn, Jack Pearl and Rudy Vallee, once the giant, dominating per-sonalities of radio who commanded vast audiences, retired.

#### So Proudly We Hail

By JUSTIN MILLER (President, National Assn. of Broadcasters)

Washington.

The Broadcasters' Creed, preamble to the Standards of Practice, states in part: "We believe . . . that it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind."

This is an expression to which Variety would subscribe, I am sure, VARIETY can, in this instance alone, perform noble service in American broadcasting by keeping those who guide the destinies of the world's greatest system of mass communication alert to their responsibilities.

VARIETY has done this in the past through frank criticism. We would hope that this policy of examining broad-casting's contributions and shortcomings, and reporting them fairly, will continue through the years.

The broadcasters who belong to the National Assn. of Broadcasters have promulgated standards for the conduct of their business. Even some broadcasters who do not belong to the NAB subscribe to them, and we welcome their participation.

This is a sincere effort on the part of American radio, after laudable self-examination, to improve continually its presentations to the public. By objective chronicling of radio's performance, publications such as VARIETY can do much to make this creed and these Standards not only symbolic of broadcasters' aspirations, but living instruments of a great profession.

They went but the industry continued to grow. But as they were retiring, radio was developing likely newcomers. Wynn, Pearl and Joe Penner grew way to the domination who grew and carried on. Then, new strength could still be recruited from vaudeville, buriesque and the New York musical comedy stage. Some of it was Bob Hope and Red worked, they was the strength could still perfectly the strength of the strength could still perfectly the strength of the New York musical comedy stage. Some of it was Bob Hope and Red worked, their way up through penul like seme along furgary worked, their way up through penul like seme along the worked their ticks on radio, to grow and become radio; whise. None of them went right in to compete with the toppers nor did any one become a noternight amanta.

#### No Incubating Grounds

No Incubating Grounds

Today there's no more vaudeville (that doesn't stem from star radio acts making pa.a) except the pitful little group that looks with its last hungry gasp toward telescope that looks with its last hungry gasp toward telescope that looks with its last hungry gasp toward telescope that looks with its last hungry gasp toward telescope that looks with the looks at all possible the find is suspeed up by Hollywood. If not, and a network gets the down with a show bearing his name and makes him competen on the blighten, nightlime network without any training, any break-in, or any writer and producer who will do best on the radio. Usually the new boy is given what the writer can most easily write.

Artists new to radio cannot be expected to carry shows. Artists new to radio cannot be expected to carry shows. Artists new to radio cannot be expected to carry shows. Artists new to radio cannot be expected to carry shows. Artists new to radio cannot be expected to carry shows. Artists new to radio cannot be expected to carry shows. Artists new to radio cannot be expected to carry shows. Artists new to radio cannot be expected to carry shows. Artists new to radio cannot be expected to carry shows. Artists new to radio cannot be expected to carry shows. Artists new to radio cannot be expected to carry shows. The shows the result of the radio cannot be repeated to carry shows. Artists new to radio cannot be capacitated by the radio cannot be repeated to carry shows. The radio cannot be repeated to carry shows. The radio cannot be repeated to carry shows the retworks, in frantle competition, are too amxious to blow up a flashy star, and as a result stoke up a clinker!

Where then and this will continually be asked until Some say the job is up to the advertising agencies. This is plapsby ridiculous. The agencies are in the buliness of booking known values for advertising upropess not created the retworks. Each says it's the other fellow's lob. Since only two telent agencies are financially equipped even to

if It's up to the networks, if the job is to be done. To mention CSR sgain, it's trying. But, it is concentrating on properties, not people. Any editor will tell you it's people—annes—that make news. Any theatre man will tell you it's names that make boxoffice, and unless anyone thinks that bigtime, nightime radio is soon due to sink to a daytime level, something had better be done to guarantee the continuance of something big in the radio. But when the personalities that now make bigtime radio. But the short better the continuance to rest on their big fat bankbooks.

#### Need for Talent Questing

The networks have stations all over the country. It is at the level of these stations that they must start their personality searches. But the search must not be done as a stunt with sponsors, fanfare, prizes and an almost positive guarantee of obscurity to the winners. It must be a slow, careful, painstaking search . . . a lot of experimentation, a lot of trial and error by competent writers and producers, people with know-how, and it must be done on the local level, then on the regional level and always before audiences. There must be a lot of good always before audiences. There must be a lot of good local audience shows, live ones before the findings are ready for network testing. Because it is only by per-forming in front of people that personalities can learn what to do and what not to do on the bigtime, nightlime

forming in front of people that personalities can learn what to do and what not to do on the bigitime, nightlime scale.

Month of the document of the control of the contro

### The Diary of An Ulcer

By MILT JOSEFSBERG

The state of the s

Ooh, witat an easy setup this is gonna be for me, kids.

Sept. 22. (I'm ready for the wids.

Sept. 22. (I'm ready for the wids.

Sept. 22. (I'm ready for the wids.

Sept. 23. (I'm ready for the wids.

Hernan, his wife, and I all thought the second draft funnier than the first. The men at the advertising loved all the new things Hernan added, but they were afraid the second for the west of the serif wasn't up to par. rest of the serif wasn't up to par. rest of the serif wasn't up to par. rest of the serif wasn't up to par. Sept. 23. (I make myself known). Hernan rewrote the seript today, before the wids.

Sept. 23. (I make myself known). Hernan rewrote the seript today, phone call from the advertising agency telling him to change the French character to a German. It french customers for his product pin Canada and down in Louisiana. When Herman hung up the production of the wids. The wids was the wids. The wids was the wids. The wids was the wids was the wids was the wids. When Herman hung up the customers for his product pin Canada and down in Louisiana. When Herman hung up the wids. When Herman hung

muttered, "gas." What a thing to call me.
Sept. 24. (I make headway. To-day Herman had to change the German to an Englishman. We are no longer at war with Germany, are no longer at war with Germany. No one ridicule the Germans. That blearbonale of soda Herman's been drinking tickles my nose. That broadcast, we went on the air today. It was very exciting. But my goodness, all those weeks of fuss for just a half, hour. After the show, the

By MILT JOSEFSBERG.

(Any resembance between the discount of the come of the control of the cont

sept. 2. (1 am conceived, the parties of the forman declined and said hed go bone to get some extractions of the september the day they were born. It remember the day that they are the september the day that they are they are the september the day that they are they are the september the day that they are the september the day that they are they are they are they are the september the day that they are the day to the they are the day they are the they are the they are the they are the



Forty-third VARIETY

.. or too easy? The more honest practitioners

#### Radio Ams Riding for a Fall? By LLOYD LEWIS

Chicago.

The tipoff that Rome was riding for a fall is now seen to have been to have been to day when the emperors began substituting amateur for professions.

By LLOYD LEWIS

Citing to the theory of the the theory of the theory of

## 'IT NEEDS PLENTY OF WORK

All the super-salesmanship the goes into interesting super-supership to the super-salesmanship the goes into interesting supership to the super-supership to the super-super

#### Beware of New Yorkers

2. Be careful about ticket dis-2. Be careful about ticket distribution. Bus terminals and hobis that feature due-bills are ideal distribution points. Be sure not testing at the distribution points. Be sure no testing at the distribution points. Be sure not testing at the distribution points and since they all owner to another the distribution of the distr

the Texaco show.

3. If you are doing an audience participation audition, avoid the pros," or Mrs. Sadie Hexts will turn up as your first contestant.

4. Be sure your engineer is a master of juicing the controls Take the precaution of stuffing his east with cotton, so he can't bees made to the process of the control of the process of

with cotton-so he can't deer objects and reach the the same of the warmup and afterpiece. Give min all the blue jokes the censure cut from the audition scrip. Beef pants, noses that light Up, and overdo it. One reactous fellow traveler even insalide a runwor. He didn't sell the audition record that the contraveler even insalide a runwor. He didn't sell the audition record to the contraveler even insalide a runwor. He didn't sell the audition to the contraveler even between the contraveler even between the contraveler even the co

If the radio exec starts to yawn half way through, heat him to his own punch line and say "It Needs Plenty of Work."

And if by some miracle, the got actually likes the damned thing be sure your fountain pen has felt.



Ben Grauer expresses telegenic delight at what nice old Variety\* said.

#### Radio Is Here To Stav

By LEWIS ALLEN WEISS

There has been so much extravagant publicity about television that it is time to appraise the future of the new medium and to assert that radio is here to stay for a long time.



o assert that radio is here to stay for True, radio's audience is slightly diminishing with the expansion of TV, but examination of the problem on a long range basis reveals that the plex technical and economic factors that will limit its circulation for sev-eral more years, even though a coax-ial cable may link New York and Test and chesp, radio renders a service to city, village and farm in such a variegated pattern that cost of the problem of the problem of the pro-toring the problem of the problem of the pro-toring the problem of the problem of the world was the problem of the problem of the world was the problem of the problem of the pro-toring the problem of the problem of the pro-toring the problem of the problem of the pro-toring the problem of t

cir hillions.

Indeed, the manufacture of television sets sufficient to surprise this great potential will require many years at the present rate of assembly-line production, the present rate of assembly-line production, the production of the present rate of assembly-line production, the present rate of assembly-line production, the present present

by a public larrous yearpy consequence of the property of the

become "low" as experimenters continue to expore the ultra high frequency levels.

Being first in the aerial communications structure, FM radio enjoys a fixed position, with more and more special stations clamoring for avenues below it, and even de-manding a file of the lower television bands beyond it, thus leaving TV the only alternative of moving upward.

#### A Pattern of Confusion

A Pattern of Confusion

Add to this the fact that more than 2,000 stations now share the AM highways and the pattern of confusion for which is complete, it is apparent why the public because the pattern of confusion for the public is complete, which was not a paper of the public because the second of the receiver tuning disks.

Secondly, if the receiver owner manages to have a secondly, if the receiver owner manages to have a will be faced sooner or later with the purchase of a new will be faced sooner or later with the purchase of a new that will accept color. Polychrome, of course, will necessitate a shift to higher megacycles anyway, because of the wide pathway required for it. Thus, if the home-criver, the advent of color will again obsolesce his monochrome set.

nessitate a shift to higher negacycles anyway, because measures as will to be a shift of the negacycles anyway, because owner manages to span the higher level with his receiver, the advent of color will again boslogues his monochrone set.

It was not a supply in ignorance of such basic technical facts, consequently make all sorts of claims and predictions for television which only deceives the public and builds up an expectancy which may turn to warsh, and the supply of the public also, the television industry should make clear that most so-called wave traps, adapters and color supplementary gimmlets are impactical. Trusting of the supplementary gimmlets are impactical. Trusting for an expectancy of the supplementary gimmlets are impactical. Trusting for an expectancy of the supplementary gimmlets are impactically supplementary gimmlets are impactically supplementary gimmlets. As television popular, and the supplementary gimmlets are impactically supplementary gimmlets and given the supplementary gimmlets and given an expectancy of the supplementary gimmlets are supplementary gimmlets, and the supplementary gimmlets and technical advances are being made every year. There is no denying its great sales impact and in time TV rate cards may be provided and the supplementary gimmlets, which is given year. There is no denying its great sales impact and in time TV rate cards may be provided and the supplementary given and the supplementary given and the supplementary given given and the supplementary given given and the supplementary given given and the supplementary giv

### Life Can Be Hooperful

By ROBERT P. HELLER (CBS Executive Producer, N. Y

(CBS Executive Producer, N. Y.)

All of your radio life you'd been (as Corwin once put it tall, dark and sustaining. A longhair, dogooder, publicater, dark and sustaining. A longhair, dogooder, publicater, dark and sustaining. A longhair, dogooder, publicater, dark and large large

Now, a half-year later, volu're much more at home in it. You're detached enough to make comparisons. According to your old friends, you'd been as pure as the driven snow, but you'd drifted. Into what? Now it can be told.

The properties of the properti

than its severest critics would be willing to grant.
As a documentarian, you'd been given all the time you
needed to prepare your shows. You and your writers had
been blessed with the freedom and the funds to experiment. So when you moved over, you were worried. But
not for long. Because you saw a producer like Cy Howard encouraged to take all the time he needed, all the
experimentation and concentration, to evolve the final
formula for "Life With Luigi." No deadline, no pressures.
And what energed was a program that was fresh and new.

formula for "Life With Luigi." No deadline, no pressures. And what emerged was a program that was Tresh and new. And was the property of the property of the property of the property of the work had been started a year before you arrived, you witnessed a doggedness and perseverance that came as a refreshing and pleasant surprise. You wasted the new seal stating and pleasant surprise. The wasted was the seal stating and pleasant surprise. The wasted was the seal stating search for the right lead. And when, late last Spring, you listened to the final audition record starring Eve Arden, you were happy. Not only because all the hard work a network "pseckage" operation that was just as devoted to experimentation and perfection as the Documentary Unit you'd been so proud of Yet, even with these impressions, you've had your Yet, even with these house the staining purity you'd once possessed. Moments when you reseted to the very small minority of the men and women on the commercial side listening audience, who seek higher ratings with less qualty. They are the very few you've met who have small respect for their medium.

ity. They are the very few you've met who have small respect for their medium. But at such times civiled for the network shedlen. But at such times civiled for the network shedlen the state of the state of the product of the state of the product of the state of the product of the state of the optimists. Because you noticed the two sides of radio moving towards each other. You saw public service programming learning from commercial radio not to fall; to moving towards each other. You saw public service programming learning from commercial radio as a whole moving towards higher levels of quality, taste and usefulness.

As a veteran of one side of the fence, and a newcomer to the other, you come out believing it possible to bridge that gap. You believe it can be done and a newcomer to the other, you come out believing it possible to bridge that gap. You believe it can be done to compare the programming the product of the product of the programming the programming

#### Scoring for Television By HARRY SOSNIK

By HARRY SOSNIK

Composing background music for television brings into use a technique not called for in radio, but similar to that used in motion pictures, although more difficult.

In motion pictures the scenimes the length of cach scequence and then composes his music to the stopwatch. During the actual recording the film is run as often as is necessary, until the perfect recording is made.

For the scenario of the scenario

of course the ultimate answer to all the complicated applies is to eventually do shows of this type on film.

#### TV In Relation to the Public **Interest: Gov't Subsidy?**

By MORRIS L. ERNST



By MORRIS L. ERNST

In all the to-do about television, the industry minds have gotten so panicky that they have lost sight of all least one essential factor. Video is not equipped to do serious harm to feature films in picture thereters. People like to go out to feature films in picture thereters. People like to go out of the home, and the screen is too and a woman on a raft. On the other hand, television, in time, will take over or subsume radio for all spot news events, and ideas. If the first the harm will be done to the film industry prinarily because of the stupidity of the leadership of the industry member when the three great press associations agreed, by resolution, to Morris L. Ernst

Morris L. Ernst

Morris L. Brost

pipeline to the mind of man in the hands of only 1,000 millionaires.

We have proceeded in other valke of life in a direction millionaires.

We have proceeded to the walk of the in a direction of the control of the c

Amusingly enough I find substantial support for this thesis among people who are present investors in this expensive new toy of man known as television.

#### Averaging Principle

Averaging Principle

There is one other suggestion which has not been previously publicly discussed which might greatly help television. The greatest single retarding influence in the development of this great new medium is the vast sums that must be laid out by the telephone company for cables conversed to the state of the company of the company will make an adequate return on the sums laid out. This economic diferman can be solved in two ways: (1) trate-making power to insist on the oldfashioned averaging principle, that is the coaxial cable loss to be compensated for by increased, charges elsewhere levied against the public by the telephone system. This averaging principle is country. A 14-mile subway vide in New York City even for 10c results in a loss but is sound business when predicated on the averaging process that shows a profit on the short-haul trips. (2) As an alternative to forcing the telephone company of the compensate of the control of any kind to all users and charging such reasonable sums as may be needed to compensate the Government for its investment, it being understood that the Government capacity, would result in much lower rates than those which would properly be needed by the telephone company.

Both of the steps might incorrectly be attacked as moves

Both of the steps might incorrectly be attacked as mo Both of the steps might incorrectly be attacked as moyes in the direction of Government domination of the tele-vision business. This makes no sense to me, particularly when we realize that practically every newspaper and mag-azine in the nation gets a subsidy through postage rates on all of its mailings. And our press is the freest in the world!

#### Sure Can Take It

The story I like is the one about the man with the big Cadillac who brought it back to his garage in a dreadfully battered condition. It really was smashed up. The Negro garage attendant says, "Mister Jones, what in the world hap-pened?" The Cadillac owner replied glumly, "A Ford hit

The Negro attendant walked all the way around the car, took another survey of the damage and says, "How many times?"

-John Kieran.

## College-By-Radio

(Mgr., NBC Public Affairs & Education Dept.)

(Mgr., NBC Public Affairs & Education Dept.)

Where, in the many fields of least effective? Where, in other words, does it have the greatest tourhuilled opportunity to service the Air were the service of Music Research, was also issued for the home "student-words, does it have the greatest tourhuilled opportunity to service and the service of Music Research, was also issued for the home "student-words," Next steep planned, at year the Air were these:

NBC'S Public Affairs and Education Dept., under the new general supervision of Ken R. Dyke, Administrative Vice-President, sand it came up with this tentuch answer work radio has been criticated at various times as to the number, the quality and the time of educational programs. But the number, the quality and the time of educational programs and the time of the service of t

varnish, easily rubbed off."

So, in May, its staff raised, the question with representatives of some leading universities and challenged them to team up in an effort to convert a large group, of random, though good, broadcast series into systematic learning and training. A number of universities accepted the challenge. NBC affiliates all over the country also took it up.

This is what lay behind the launching of the NBC college-by-radio project in the summer of 1948, and its broad expansion in the fall

Full-Scale Experiment

the fall.

Full-Scale Experiment

This plan consists of home-study courses, offered to all listeners through the cooperation of leading investities, based upon weekly of the Air. These were initiated with an experiment started by NBC with cooperation of WAVE and the University of Louisville, trying out a variety of teaching techniques. Encouraged by the company of the company of

from all parts of the United States, and from several foreign lands, rose to a weekly figure of more than 1.750. Furthermore, the percentage of students lossing interest were the percentage of students lossing interest were high in correspondence activities anywhere—continued at a very by high in correspondence activities anywhere—continued at a very low percentage. This may be attributed to unique contribution of radio to adult education—namely, the percentage of the percent

seeps interest active.

As the year drew toward an end, NBC announced plans to venture useful to the state of The program itself traced the evo-lution of orchestral music from the beginning of the 17th century to the present. Through arrange-ments made by the network with Dr. Max Krone, director of the Col-lege of Music at USC, the Univer-sity issued study guides and other materials, registered students, and read, marked and returned their

These courses are to be based upon MCC's well-known weekly document of the course of t



RICHARD SEFF LONGEST ENGAGEMENT TELEVISION.

1ELEVISION.
50th consecutive week and cur-rently on Bill Slater's "CHARADE QUIZ," sponsored by Wielan Drug Company, Channel 5, Thursdays at 8:20

8:30 P.M.
Also in television and radio, "Toast of the Town," "You Are There," "Brownstone Theatre," "Video Varieties," "This Is Manhattan." Juvenile, 17 to 25 Algonquin 4-5198

#### **Mutual Shifts Exec Posts**

for a program-sales coordinator for Mutual, in the wake of the resignation of exec veepee Robert Swezey (who has not yet announced a netv affiliation), the MBS prexy has meanwhile put into effect some minor exec realignments.

Bob Schmid, who has been vee-pee in charge of station relations, has been named v.p. in charge of program sales, as part of a new web bid to hypo the '49 operation. Pete Johnson, the network's en-ineering chief, will double from hat post into station relations.

Meanwhile Mutual is prepping a wholesale revamp of its program structure, with the likelihood of at least a dozen current shows getting the axe as the prelude to a new program development binge in '49.

Don Ioset Exits MBS Don loset Exits and the control of t

## Lingos Linger As Times Get Tougher

By ARNOLD HARTLEY (Program Director, WOV, N. Y.)

The deus ex machina of this | N. business bears a striking resem-blance to a eash register. This wise old counsolor and seasoned solver of problems has been murmuring "Come back to papa" to independent broadcasters who momentarily strayed from the for-eign-language fold.

The only thing that's getting

The only thing that's getting simpler for the independent these days is likely to be the arithmetic of his weekly statements. The statement of his weekly statements of his weekly statements of his weekly statements of his weekly statement of his weekly statement of his weekly statement of his house of his house of his house he had been dead to he had been dead to

metition.

The figit for audience that is going on all over-the country is approaching the dimensions of a bravi. Some can't take it. Ask approaching the dimensions of a bravi. Some can't take it. Ask open market at strictly bargain basement prices. Some of these reportwar babies that are find-market. Others are oldliness of conomic magnitudes against that can no longer snare audiences of economic magnitudes against the superheated competition of a choices for the listener. The total tunein has not changed apprechoices for the listener. The total tunein has not changed appre-ciably, and a lot more boarders are reaching for the pie. No won-der everybody's slice is likely to be smaller.

Qualitative Factor

Qualitative Factor
Old lands at this game, and
some new ones, are smart enough
to know that the qualitative character of their silice of audience
can often more than compensate
for any possible quantitative deficiencies. This is simply a pompous circumbeution for the autie
mere special potation diversity indeence specialization that is old stim to a great many successful inde-pendents. And foreign-language broadcasting is the extreme form of specialization.

More and more broadcasters are having recourse to it. Jamestown,

tor, WOY, N. Y.)

N. Y.: Boston and Worcesier,
Mass. Santa Monica, Cali; Phildays. Santa Monica, Cali; Philself, now have stations new two
self, now have
stations new two
self, now have
stations new two
self, now have
self, now
s

con air.

Changes are also taking shee in the programming of stations also taken the programming of stations and the state of the state

ievel, and foreign-anguages as on their way back in.

As for the perdurability of the forcign-language audione; the forcign-language audione; the foreign-language audione; the forcign-language audione; the forcign-language groups in the lutin-american community of New York and vicinity indicates many more years of vigorous life for Halian-American community of New York and vicinity indicates many more years of vigorous life for Halian-You can project that to other cign language groups as well. If should hearten other foreign-actuage broadcasters to learn that should hearten other foreign-actuate broadcasters of learn that was a state of the foreign-actual to the foreign-act

sults in other languages as well. The one big question mark beday for the foreign-language broadcaster—as for all-la wide broadcaster—as for all-la wide language broadcaster—as for all-la wide language will be enough to mullify the fast the astions in English. After the tries as the language will be enough to mullify the fast the astions in English. After the tries will be the language will be enough to mullify the fast will be a supported by the language will be supported by t

#### THREE ELECTED TO BMB DIRECTORATE

Broadcast Measurement Bureau has added three new board members. They are G. Richard Shaffs, vice-president and general manager of Surety Broadcasting Col-Herbert D. Bissell, Electric Auto-Lite Co. advertising manager, and Alden James, advertising director of P. Lorillard Co.

of P. Lorillard Co.
Shafto was mamed by the NAB 6
replace Robert Mason of WMRM
Marion, O., whose term expired
this year. Bissell was nominate
by the Assn. of National Agentissers to succeed R. E. DieLorie Was named by the ANA 6
replace Donovan Stetler of Slansard Brands. ard Brands.

replace Donovan Steller of same and Brands, and manager of Surety, start and the same and the same and the same with same and the same with same and the same with same and same and the same and same an



PHIL HARRIS - ALICE FAYE HEARD EVERY SUNDAY, NBC

## Switch Casting

By MITCHELL GRAYSON (Freelance Radio Director) .

The little red hand on the studio eemed to me to be spinning seek seemed to me to us spinning around with the speed of a spit-fire propellor. I was in a tight squeex. The clock warned me there was little time left to find my actor—for a 70-year old part in blank verrell, me the spitch of the spitch o around with the speed of a spit-

person was the second of the person of the p

Now I know there are cynics who say that there isn't a part written that at least one actor can't play. My point is that such an actor was not available to me at the time.

My point is that such an actor was not available to me at the time.

But what happened right his of the control of the control

#### Only Slightly Sensational

Only Silghtly Sensational
What occurred in the next few
minutes could only be used for
minutes could only be used for
higher of the property of the country
broadcast was terrific. The author
broadcast was terrific.
The work have
made it a rule to give actors a
chance at sworth casting. Encourchance at sworth casting. Encourthey honestly feel throy parts that
they honestly feel throy parts that
they honestly feel throy have not
have free through a servine
Nowadays I read through a servine

chance at switch casting. Encourenable actors to try out-for parts that
the common the common terms of the common terms of the
month of the common terms of the common terms of the
month of the
month
mont



HARRY SALTER

Ratings and the Stuffed Banana

In Which Is Deplored the State Religion of Radio Which Says That Hooperatings Are Infallible, and Where Boldness, Adventure and Imagination Are Systematically Penalized

#### By NORMAN CORWIN

Hollywood.

Although the loud, splintering crash of Gallup and Roper on Election Day was one of the most Election Day was one of the most factor of the most factor of the property of the most factor of the property of

HARRY SALTER
MUSICAL DIRECTOR
Stept bhe Music—ABC
It Pays to Be Ignerant—CBS

Jury Disagrees on 600C
Suit vs. 'Juvenile Jury'
A 8600,000 damage suit signing Jake Barry and others for alleged prizery of the idea and title immeasurements of what has a happing the idea and title immeasurements of what has a happing the idea and title immeasurements of what has a happing the idea and title immeasurements of what has happing the comparent of the owner had a second to the idea and title immeasurements of what has happing the comparent of the owner had a second to the idea and title immeasurements of what has happing the comparent of the owner had a second to the comparent of the owner had a second to the comparent of the owner had not the owner had a second to the comparent of the owner had not the comparent of the owner had not the owner had not the comparent of the owner had not the comparent of the owner had not the comparent of the owner had not the comp

By NORMAN CORWIN

tend to confirm the popularity of the familiar, which by itself is success formulas, and the avoidname broadcasters to drop the burtendency also encourages sponsors been ried, have not secred, high in
and broadcasters to drop the burtendency also encourages sponsors been
and broadcasters to drop the burtendency also encourages sponsors been
and the might not be so there
and this might not be so there
and the might not be so there
the deficit of the might not be so the
tendency and the state of the contract of the contract
to the state of the contract of the contract

It's the Abuses

It's the Abuses

This is not to say that commercial radio is a monster. It has, in spite of itself, accomplished more in this country than government radio has done anywhere in the world, save possibly in England. It would be a support of the abuses and excesses of commercial radio—and among these abuses can be ranked as chief accessory, the ratings. Or rather, again, the use made of ratings: programs killed and kept alive, choked off or coddled because of them.

Radio does excellent things in music, comedy, and special events. But where is the high vision, the adventure, that programmed Mac-diventure, that programmed Mac-diffully "Indice" Who Morieship and "Great Palys?" And why has 'Candid Microphone' gone off the 'Candid Microphone' gone of the 'Candid Microphone' gone 'Candid Micro Radio does excellent things in

Answer: not enough circulation.
And who measures circulation?
The gods of the ratings: Hooper
and Nielsen, Gallup and Roper.
Could they possibly be wrong?
Could they, eyer?

Could they, ever?

Shaksepser, the writer forgoten by radio, had a phrase for everything and everybody, and he might have been a addressing the when he wrote. "Traffice staw when he wrote. "Traffice and they god condound thee!" In one bilinding, apocalyptic and the gods who traffick in polls were themselves confounded, and it was the mest way and the god and the god and the god who traffick in polls were themselves confounded, and it was ment.

Breat mourem 1979, a grean must be a great mourem 1979. What a bell of a life it would be if, at the only hours, that adults can go to movies, they could only see Red Skelton or Jean Autry or Jane Russell, if books of poetry were taken off the post of the seed of the se

ver, souch to 1, to 100t. at the cam-vases of Norman Rockwell.

On the source of the source of the source of the con-cept of the source of the source of the con-where boldness, adventure, imag-ination and audacity in program-ing are systematically, faithfully, and deliberately penalized. Radio ming are systematically, faithfully, and deliberately penalized. Radio gressed, It is not growing up, but down. It once had a toehold on the threshold of the arts, but its great, bulky body slipped on a together of the source of the source of the source of the fast bucks.



LUCY MONROE

1948-1949 TOURING VETERANS' HOSPITALS CAMP SHOWS

quire doing,

#### THE NAKED AND THE DEAF

Radio Scripter Speaks His Mind on Radio and Radio Criticism

By HAL KANTER

Hollywood.



By HAL KANTER

One of the first things a radio comedy writer must learn in order to maintain his digestive system and ward off dampness in the wrists of his sports shirt is the deceitful art of ignoring all teletypes from "Nork." Once he completely master this, he finds that he is either out the complete of the compl

heard.

It is comparable to a blind judge pinning a "best of breed" ribbon on a Bedlington Terrier because he smells less oftensive than any other at the show.

It is comparable to a blind pinning a "best of the show a blind pinning to the show the show the show the show the pinning to the pinning the stript some realous press agent has couriered to his cluttered cupilcle. It is not so much like the book reviewer who scans the dust jacket extollings and then hammers out a critique as it is analogous to the man who receives an empty frame and then criticizes

Scripts Need Plus Factors

Scripts Need Plus Factors

This may shock my fellows in the Radio Writers Guild, but I firmly believe that the script is only a protino of a radio show, it was written to be heard and an entire program cannot be praised or condemned on the actipt alone. Many a stript that affronts the eye falls pleasantly on sound men, the goburns in the audience and the mummers. Conversely, many a passage of beauty that less enchanted on a sheet of paper rises stiff-tegedly and topped on its asterisks when influede with the intended elements man look over the score of a Biest opera and then, pass judgment on a Metropolitan performance? Or read a wire story as it chatters out of a teletype machine and then pass judgment on the Sunday edition of the Kansas Clip Star?

Few members of the radio ordins circle can honestly say they are Few members of the radio cultist present of the radio ordins circle can honestly say they are that they read a script without having heard the broadcast. Most of them quote lines which they couldn't possibly have taken down in shorthand, so exact is the awarding, the spelling and even the punctuation. If these men—and dewes-eyed ladies, too—are going to do the kind the critics enjoy, they might do well to be honest with their readers, fair with radio itself. And they! I still find time to do outside magazine pieces and radio scripts on spec.

Wo angerophing, Mot necessary! In Jack Douglas' masterwize ence? You all know who you are."

Amen.



LURENE TUTTLE RADIO

n Show, Ozzie and Ha

m Spade George O'Hanlo Suspense PICTURES IN RELEASE "MacBeth"—Republic "Mr. Blanding's Dream House" RKO

#### The Year of Decisions By WAYNE COY-

(Chairman, Federal Communications Commission)

Washington.

This will be a year of decisions by the Federal Communications Commission—decisions destined to affect almost every phase of broad-

Holding the spotlight at this time is the proceeding to determine how to deal with the problem of tropospheric interference in the television low band and to determine the feasibility of employing the high band channels.

The complexity of these prob lems makes it difficult to predict when decisions can be made. If, as a result of the interference problems in the recently-allocated television bands, the Commission finds exparation between co-channel stations, we will likewise find that our allocation table will have to be revised to allow fewer station assignment of the control of lems makes it difficult to predict

quire come.

The ferment in this section; industry, naturally, is relevation. We
The ferment in beginning with televation satisfies the anywers in seven
the beginning with televation satisfies the anywers in seven
the property of the problems which brought anywer in the relationship of the broadcasting nuclearly as 1948 ended were made
toms of the growing pains which the lusty infant of sight and sound has
brought to radio.

By NILES TRAMMELL nt, National Broadcasting Co.)

Radio enters 1949 with a greater assortment of problems—and a selection of problems—and the two Radio enters 1989 with a greater association or prontems—and a brighter vist and opportunities—than it has ever faced during the two decades of network broadcasting.

How rough or smooth the going will be will depend, of course, on the vision, work and courage of the nation's broadcasters. It will re-

thinking of the broadcasting industry as 1948 ended were more symptoms of the growing pains which the lusty inflant of sight and sound has brought to radio by the state of the state of the state of the radio broadcast of the radio control of the radio c

cumstances it is a certainty that face the question of allocating there will be an insufficient number of channels in the Very-High, the VHF frequencies so as to pre-Frequencies bands for a nation-wide for a nation-wide competitive wide system of television in this system of television in this country

Whiter or not the Commission will be in a position to determine that UHF can be used at a time when it has cleared up the interference problems in the "HIF can be used to the commission finds, on the basis of the hearing already held on the question of utilize these frequencies for televation and the Commission determines that it will utilize those frequencies that it will utilize the frequencies that it will utilize the frequency that it will utilize the frequency that it will be the frequency that the frequency that it will be the freq Whether or not the Commission

Freeze Extension Likely

Freeze Extension Likely
If the course outlined in the preceding paragraph is the Commission's decision, it is probable that
the freeze on television applications might be extended beyond
the minimum six-month period
which was anticipated when the
freeze was announced on September 30.

ber 30.

There are other questions that the Commission will face before it can reach a decision as his been outlined. They are the position of the commission will be the commission of the color. It the high definition black and white television, and for color. It the television, and for color. It the UHF requencies for either of these services would not be compatible with the present black and with the standards and, therefore, as and the UHF would become impossible.

Another possibility by way of a Another possibility by way of

possible.

Another possibility by way of a Commission decision would be to dopt new standards of good engineering practice for the VIFP, revise the allocation plan for the 12 channels and perhaps hold furch relaxings on the utilization of the Ultra-High frequency band the Ultra-High frequency band control of the Ultra-High frequency band of the Ultra-Hig 40% Within TV Range

Television is snow-balling. We have 50 stations on the air. With in another two years we may have as many as 400 on the air or nearing completion. About 40% of the population is now within range of at least one station.

population is now within range of at least one station. Now let's take a look at other broadcasting devices. By the provides of the state of the sta

#### Tele Acad's 'Emmys' To Be Awarded At Jan. 25 ATAS Shindig

Hollywood.

Four "Emmys," video's equivalent of the film industry's "Oswill be presented Jan. 25 at the first annual awards banquet ard seminar of the Academy of Television Arts and Sciences. Program announced by Acad prexy Charles B. Brown calls for a full day of activity at the Hollywood Athletic Club.

Awards will be made for the Awards will be made for the best vidfilm produced in Holly-wood, for the most outstanding tele personality, for the most pop-

wood, for the floor outstanding the personality for the most popular program, and for the outstanding program, and for the outstanding program, and for the outstanding program, and the personal program of the best overall achievement of the best overall achievement of the best overall achievement of the program of the producing pix for video: William A. Walson of the Herbert Lon and servicing of telesets; and Liwager and Bernie Tabakin of MCA, wholl dwell on the magnetic program of the program of



**OZZIE** and HARRIET

FIFTH SEASON FOR INTERNATIONAL SILVER NBC—Every Sunday Evening

NBC—Every Sunday Evening

A bow to our ourrent writing staff:

Bill Davenport, Frank Fox, Ben Gershman, Rick Vollaerts, Paul West

#### HOW TO STAY YOUNG!

By FRANK STANTON lent, Columbia Broadcasting System)

(President, Cohambia Brondcasting System)

If the secret of staying young is to keep developing, to keep involude from one frontier to the natural to keep developing, to keep involude from one frontier to the natural has bold of that secret.

No industry in ancient or modern times has ever packed so much excitement and development into so few years as broadcasting. And now, after a quarter-century of galloping expansion, broadcasting has taken another deep breath and is moring into another, new cycle even more exciting or important of the province of the control of the

fondest parents.
But Is radio cowering in a corner shrinking before the sight and
sound of television? Not so you could notice it. Is radio's expansion
stopped? Have you seen the latest figures? Is radio going to be pushed
aside as an outworn, old-fastioned "listening box?" No more than radio
tasel destroyed the plane or "phonograph.

#### Hold Off on the Funeral

Tim sure that every Vaster's reader has seen or heard differently. You have all seen or heard of surveys which show radio latening droping was been provided in the seen of heard of surveys which show radio latening droping was been shifted out of radio and other media into television. On the seen of the course was read the ery. "Goodbye radio. Goodbye magazines. Here course television."

But don't act dressed un for the funeral.

Comes, electriston."

But don't get dressed up for the funeral. For a great deal of radio and television material comes across my desk every, day. And the facts of life just don't bear the sob-sisters out.

Of course, there has been some fail-off of radio listening in television homes. Was there ever a bright aboy that didn't get a great deal of special attention? But to take the indications of current television research and say. "This is what television is and with be't is precisely like saying that the specifical any bright baby see he in the family month of different when that babby grows up and lives as an affait among no different when true one and the adults.

In these past two great years of television's growth, what happened to radio?

Pado set ownership increased by 20,000,000 sets!

adults. It these past two great years of television's growth, what happened late of the control of the control

radio dollar.

They know that "every customer owns a radio." They need radio's universal coverage of all markets to maintain their sales and profits. These advertisers will use television to, for additional pressure in television's growing markets. They will add televising television to literature television's growing markets. They will add televising television to lisable charterisment and news and cultural sources.

So well face in the future what we've become familiar with in the part—the healthy competition for the American family's time and attention by all media; a competition which insures (as good competition) and the proposition of the proposition of the proposition of the proposition which insures as good competition which is the proposition of the prop

always does) steady improvements on every front, gramming.

And no broadcaster will have a chance to grow old



JACKSON BECK

And Television, Too!





BENNY RUBIN Management: JERRY ROSEN

#### Boffs In a **Broom Closet** By ART HENLEY

wish I could get the alarm clock concession in L. A. and N. Y. For now that TV is hurting the b.o. of AM in the p.m., night-time radio may soon shift to the time radio may soon shift to the hangover hours between dawn and dusk. And top names are already blinking their eyes at the glare of the sun on the wet ink of their new contracts that put them on the day shift. Crosby, Kyser, Warning, Ameehe and even Mirs, Roosevelt are working under the solar system.

ing, Ameche and even Mrs. koosevett are working under the solar,
vett are working under the solar,
vett are working under the solar
of course there's a difference between having fun in the sun and getting laughter by lamplight. The frantile pace in the race for boffs by night mast give wy to a more than the solar part of the solar p

To The Ladies

A new audience is waiting to be wooed, an audience used to being wooed: the ladies. You will have to entertain them over the swishwash of the kitchen mop, above the gurgle or dishwater dribbling down a clogged druin, on top of the crites of tots, the yipings of the crites of tots, the yipings of bells and telephones, the calls of bill cellectors and window-washers.

bells and telephones, the calls of bill collectors and window-wash-critical time for the personality, with a blinking eye on smill kilocycles to learn how to ad-lib. This is very simple. All he or she needs is very simple. All he or she needs in the personality and the personality of the personality of the personality of ad-libers will tell so naturally, so briefly, that the personality can throw them away. You can't try too hard or too hard to be the personality can throw them away. You can't try too hard or too with the personality and the personality and the personality and try the personality and try the personality and so often and why across the board, with nolarity arross the board with nolarity arross the personality arross

#### How Do You Make A Hit?

By HUBBELL ROBINSON, JR.

Program Vice-President, CB.

By HUBBLL RUBINSON, IR.

That's the triple-decker jackpot question for any showman.

It I have a single-decker jackpot question for any selecting roar at this clatter box. If I have a single-decker jackpot question for any selecting roar at the single-decker jackpot question for any selecting roar as a selection of association with a variety of hits and misses, I think there are sign-posts which point the way of thirtyle.

The signosts read time, patience and people.

The signosts read time, patience and people.

When it comes to time there is no substitute for it. Shows which are regarded against an arbitrary dateline are usually poorly made shows, created against an arbitrary dateline are usually poorly made shows, which are readed as the services of the single shows the standard of the services of th

1% Good Batting Average

1% We think it's more

Time, of course, is one asset the networks have. We think it's more than an asset. It's a responsibility, We have the opportunity to create new properties and try them out; develop them into values that will interest agencies and their clients. But only a long view approach will interest agencies and their clients. But only a long view approach will discharge that responsibility successfully. It can't be done by building shows quickly to meet sudden emergencies. It means always having more shows ready than you have open spots to fill. And that uncans more shows ready than you have open spots to fill. And that uncans them 'happen' as shows. If 1% of your starts finish on the air, you're dolored for the contraction of the contr

more shows ready than you have open spots to fill. And that means a continging, relentities effort to find the best possibilities and minke them happen' as shows. If the of your starts finish on the air, you're at a hit. No matter how well you start, there are bound to be those moments of blank despair when you wonder why you ever tried, when the doubters seem sure to be vindicated, when your closest associates seem from a grade school. It is then it seems the only man in history equal to the task is 40b. And even after you are underway, an acknowledged lit, things cas auddenly collapse. Parts of a show—writer's or pervital, the property of the start of the property of the start of the start of the start of the task is 40b. And even after you are underway, an acknowledged lit, things cas auddenly collapse. Parts of a show—writer's or pervital that seemed headed for the top auddenly wavers and carcens. Even an enthusiastic bankroller can abruptly evidence, what seems to you, at least, unmistakable traces of dementia. And often a good property that is going along swiminality finds it seemingly impossible to find a year, and a half before it started its long and suscessful carcer as a spit jeague audience-getter. Suspense, has been such a long time aristorat that it's hard to remember it went its lonely and unaponsored And not only relative nevenomes like house tagged above but the successes that have been up there so long they're legends have the same trouble. It's only because of their limites patience, understanding and sympathy coupled with their great basic skill that Jack same trouble. It's only because of their limites patience, understanding and sympathy coupled with their great basic skill that Jack same trouble. It's only because of their limites patience, understanding and sympathy coupled with their great basic skill that Jack same trouble, respective, have kept their shows among the leaders year in and year out, have sensed and repaired weaknesses before they became crises, have tolled and paintakingl



JOHN GIBSON

"Ethelhert" CRIME PHOTOGRAPHER

#### **Neatest Trick of the Year:** Serving Two Masters

By EDGAR KOBAK

Before I start saying what I have on my mind, I want to be sure that my position with regard to television itself is quite clear. Don't get me wrong. I believe television is the hottest thing ever in adversariation in the clear that the start is the start of the start in the start of the st s., Mutual Broadcasting System

Michael Mark Spite of the fact that I have more than the average familiarity with television, both from the inside and from the audience viewpoint. I do not consider myself a television expert and I do not propose to make a lot of statements as to what it will do or will not do. Right now I am busy building a bigger and better Mutual AM network and I still find radio a fascinating and challenging field of activity. So, fortunately, do a number of others who continue to garden their time to radio. AM broadosstand will live about and still needs abound and wise leadership, and the benefits

I am not look seen on the present tendericy of many radio organiza-tions to mix their television with their radio and try to operate both microprises with a single staff and in common departments. My think-microprises with a single staff and in common departments, My think-ing the staff of the staff of the staff of the staff of the staff and not trying to run both. In the first place, because of the fascination which television un-doubtedly has for anyhody who gets into it, the temptation is to dablet tion from other things which maybe we ought to be doing. To play with television when you are also in the radio business, is in my opinion of fair to radio. I have never satisfactorily slowled the problem of serving two made are the staff of the staff of the problem of serving two made and the staff of the staff of the staff of the cettler.

Robbing Peter to Pay Paul

As to the influence of radio in terms of baceigant; future programming and budinesses of radio in terms of baceigant; future programming and budinesses of radio in terms of baceigant; future programming and budinesses of the programming and budinesses of the programming and budinesses of the programming and the programming and the programming and the programming programming and programming programming programming programming and programming programming programming and programming programming and programmi

#### Hold Off on That Obit

By MARK WOODS
(Pres., American Broadcasting Co.)

By MARK WOODS

(Pres., American Broadcasting Co.)

The past year has been in every sense, a television year. During the last 12 months the medium has undergone almost unprecedented to the property of the pr

be more in line with of AM broadcasting.

of AM broadcasting.

For television can ignore neither the aural nor the visual appeal of each presentation. In the field of music, for example, we cannot ignore the domand for each program fare but at the same time we must face the fact that the symphony orchestra and the virtuoso offer a type of entertainment directed primarily to the ear railer than the eye.

#### Watch That Contour

A similar problem is posed by the televising of dramatic productions: Stage presentations, per se, do not make for good television. Many of them move too slowly for the pace of television and many are too liven move too slowly for the pace of television and many are too was too the program of the production of the programs with our "Actors Studio," which is an attempt to develop television plays expressly contoured to the medium whether requiring adaptation of standard plays, one-act dramas, short stories in the field of news and special events, I think that television will also have to develop new formats combining the best advantages of the radio and the motion picture presentation forms and ultimately energing with a technique and a format all its own, die elevision, inasmuch as it has qualities that insure continued public acceptance, that is mediately, selectivity and a circulation that television probably will not achieve for some time. It has by no means even approached the saturation point insofar as listenerabile is concerned. It has proved as our anuscement and cultural pattern. So, while no one is more sanguine about the future of television than I am, I don't think it's time to start preparing an obituary for radio. I think both media will march forward side by side to pew peaks of efficiency, effectiveness and public service. A similar problem is posed by the televising of dramatic productions



ED EAST M.C. "MEET THE MISSUS CBS Pacific Coast Network

ges-"Meet the Chames it" and "Who's Nex

#### It Can Happen To You, Too By FRANK PULASKI

Two short years ago, the microphone and I weren't even on nod-ding acquaintance. It had never-been in front of the little monster, which can be so frightening and set in my favor—a pleasant voice—an asset word by seven out of 10 men. And, of course. I had never even seen a television camera. I was just an ordinary guy, with 2½ years in the Southwest Pacific pinder my belt and a five both processing the proce

But I had another "asset" . . . a good friend, who kept at me to try radio

"You have a good voice," he said, "Why don't you try to get a job as a radio announcer?"

But how to break into radio in the biggest city in the world...
That was the question.

"Spend a few years in small towns at small stations," everyone said, "And then ... maybe . . . someday, you can get on a New York City station."

But that was too vague, and be sides, where was one to start?

"Well, there are always audi-tions." you say to yourself. "if you can talk someone into listening

And where was a better place to audition than in radio's capital, New York City.

New York City.

And there it was; the first step
, , an audition. Let's see .

where??? Well, suppose you start
at WQXR. You listen to their programs all day long, and half the
night, you know a little about
composers and symphonies. See if you can wangle an audition there

and so on, musing and thinking the thing out.
So up to WQXR for an audition.
They hand you is sertle, and out
start shaking all over, and by the
time you are called to read, you
are so nervous that the words
don't get past that plees of dry
sounds that do manage to squeak
out are so weak that you know
you've failed miscrably, and you
siling out of the studio. slink out of the studio

slink out of the studio.

But you don't give up, "You need experience," you tell yourself, "And you've got to get it somewhere." Let's see if we can find some small station that will give you a break. So you get the phone book, and find WGYN listed. It's a new FM station, and right there in New York. You go see the station manager and pour out your heart to him. He happens to be a very nice guy.

For 'Nothing a Week'

For 'Nothing a Week'
''Not bad,' he suyx, when he has heard to be a wind to be a wind to be a wind a word of the male was a word of letting you work around the station, doing odd jobs, and even reading a newseast and doing a show once or twice a day, and for ''nothing' a week; nothing, that is, except a world of experience.

After a few weeks it isn't so bad; you can read without the shakes, and you even find yourself getting better. But you need plenty of training, and you start to look around for more work, and (Continued on page 168)

#### Heigh-Ho Everybody-Tele Is Here to Stav

By ELAINE CARRINGTON

By ELAINE CARRINGTON—

By ELAINE (ARRINGTON—

Nothing in particular was going on at the Center, with the possible of the property of the property of the possible of the property of the prope

got it.

If somebody bought the space on a white sign in Times Square loday
and projected a television show on it. I dare say the same thing would
happen—traffic would be blocked—the police would be helples, and
everyone would want a set. And eventually, when the price came
down, would get it.

In other words, what is happening today in television happened
over 25 years ago in radio.

Pattern the Same

Pattern the Same

The pattern is almost the same. Those errly radio shows gove use revenue of the same of the same

number, as the sets sold over the whole country, the program content changed, and what will, in my opinion, hope in television. For the That is that tremendous problems to oppen the television. For the 10th problems the set of the tremendous problems to oppen the television of the possible to have the housewher's uniformed minding the baby. But it is not possible to do all this and look at a television serven at the same time, economic pressure, there are always ways made possible to meet that pressure, and a process will be found. The reason I say that daytime serials will eventually appear on the television serven is because they are by far the most satisfactory story-television serven is because they are by far the most satisfactory story-television serven is because they are by far the most satisfactory story-television serven is because the most serven the transferred to television. On the stage, on the screen, and on television, the duman interest story—the story in which the woman or man in the audience can visualize herself or himself, can live vicariously, will have a deathless appeal. More cannot be transferred to television to nee is because of the cost to the advertiser in ratio to the number of listeners available. Will it be worth while for the client at present to garner so few listeners at such high cost?

Reshapping Living Habits

#### Reshaping Living Habits

Reshaping Living Habits

That is the reason I say that while there is no quession that the appeal of reality on its great row than the appeal of reality, the presentation of the control of the transfer of transfer

to do to be ande to sit down and give her attention solely to the term. "It is conceivable, of course, that the ultimate pattern of daylime television programming may include, say, a couple of hours in the attennon thetween 2 and 4 pm., for instance of commercially sportsored programs on the theory that of all the daytime hours these are the two in which housewives ago likely to have more leisure. Even if such a pattern develope, however, I think it most unlikely that such a pattern develope, however, I think it most unlikely that the two in the such as the such a

By MARK GOODSON

"Jung man," the doctor said. "You are rebbressed."
"On come on," I laughed—and twitched.

"Aha." he noted.

"But doe," I said coyly, "my wife says that I'm one of the-

"No. No no," the doe interrupted with a hasty gesture that nearly knocked over a bronze of Freud perched on his desk. "Dot is one thing. Und dis is an udder." Suddenly I was fixed with a snake pit stare: "Jung man, isn't it so dot you produce dose gaveaway szhows?"

state: oung man, mar it so out you produce dose gaveways schow?"
"sure," I thiched produly, 'but I don't like to hear 'em called 'give-away' shows. They're audience participation game programs."
"vell now"—the doe picked his teeth with his pencil—vit fresudand the noozpapers taging cracks from you—vat you need is to fight bag."

"Aw heek," I tittered mildly, "I got nothin to fight about. The shows are doing dandy in rating—they're selling our sponsor's products—the people love 'em. Why should I f—f—f—i—light?"

The doc looked at me sadly and moved for his little black satchel-debbressed," he said.

people love 'em. Why should I f—————gath?"

The doe looked at me saidly and moved for his little black satchel—
"Rebbressed," he said.

"Ouch," I yelled, "what in hell stuck me?"

"Reblass Jung man," the doctor so thed. There just given it to you will be able to talk—und fight bag."

The doc's voice came shimmering in to me—and I knew he was raying to pick a fight—because he began with that old clicke argument against prize where the same thing the same than the same thing. Mr. if gives a listen—out comes sheeped self-outpends. Percywhere it gives a listen—out comes sheeped self-outpends. Percywhere it gives a listen—out comes sheepeds telf-outpends. Percywhere it gives a listen—out comes sheepeds telf-outpends. Percywhere it gives a listen—out comes sheepeds telf-outpends. Percywhere it gives a listen—out comes the comes and on the same thing. Mr. all of high time network radio right now, there are less than haif a definition of the same than the same that the same t

If panted in anticipation of his next thrust. "Do you mean to say dot eble listen ven they know they can't vin?"

#### What About the 11 Million?

What About the 11 Million?

I kieked the couch in fury and bared my teeth. "Crunch." I said. "I am lousy with statisties to prove that overwhelmingly people listen without expecting to win. For instance, on 'Ilit the Jackpot', listeners who want to be phoned must write a postcard every month. Our average who want to be phoned must write a postcard every month. Our average is the doe's voice sounded a little like a well-known comedian. "Peeble do! listen to your szhowa are all morrirrons," he said nasally repeated to by about 11 million.

Suddenly the doe's voice sounded a little like a well-known comedian. "Peeble do! listen to your szhowa are all morrirrons," he said nasally are pretty damed patronishing and condesending towards millions of fellow Americans. Having seen all kinds of studio audiences and read il types of listener mall—'I de bet we were hitting, far from morns, the more intelligent, informed, and prospectus group in the population of the program of th



MEL BLANC RIPE FOR TELEVISION



RUTH HOLLAND RADIO SONGSTRESS
Presented by Ben Tucker's
Hudson Bay Fur Co.
VINS, New York, NIGHTLY at
7.45 P. M.
AVALLABLE FOR BOOKINGS
Personal Manager, Sy Meria
BA. 7.5471

#### **NBC Stymied** In Issuing Its 'Command'

NBC's ambitious plans for the "Con and Perform ance" series, which was scheduled for a full-blown premiere last Sunday (2) night in the 8:30-9 sunday (2) night in the 8:30-9 period, blew up in a flurry of Hollywood nixes. At the last minute NBC was forced to abandon, at least temporarily, the whole project and to rush in with a filler.

Company of the second of the s

the deal was cold.

NBC still hopes it can give "Command" a belated preen this Sunday (9), Question of title clearance (the Army presently owns the "Command Performance" tag is still in abeyance, but the web is hopeful that elearance will come through.

## First Prize to a Radio Soap Opera Queen: Evita

did when, soon after my return from the latest Variery. fact - finding jaunt to the other Americas, I tried it out on a story conference crowd in Hollywood not long ago.

"Impossible." was the verdiest. "P



sible," was the verdict. "People wouldn't be-lieve it."

But what's been happening down in Latin America these last post-war years makes all the standard giveaways — and all the standard plots seem right out of the discard

nie. For the sträight, unvarnished fact is that the most powerful gal in, the Good Neighbor territory today is a one-time soap opera actress who less than five years ago was doing roles down in Argentian for a green-wrapped product known down there as Palm O'Levy.

Today the senorita—Evita Duarte de Peron, the wife of Argentina's Dictator — is not only the most powerful femme polltico, but active candidate for what many believe is her cabellero's plush seat.

Her strength, moreover, comes from fields in which she first tried to push her way up, and which she later took over as her own province—radio, then the theatre, next films, later the press.

She also runs the Argentine Ministry of Labor and Social Wel-tare, which not only controls stage and screen unions but every other related group as well.

and sereen unions but every other related group as weld at bloomled arrectived group as weld at bloomled arrection of the series of the series

First prize to a radio soap opera met the colonels who had taken towen. The role of Hemisphere's over the country. They knew Most Powerful Woman, for keeps. Sounds like a gag, doesn't it? I on the mesacyeles. Their propagand programming was flatter my. re-

RADIO

She showed them how to dramatize their radio programs. She gave them the gags and the stunts taken right from her, own meller training. And she made sure that when the Hoopers were counted, Evitagot the viteas.

got the visus.

Before long she married Peron, then on his way up. When Peron became President she got her long-sought top starting role in the films and radio shows she wanted. But that was small time stuff compared to the real feltating. And it wasn't ong before she there was a long before she was a long before she was a long before she throne but on a full sked throne for the rown.

No. 1 Propaganda Weapon No. 1 Propaganda Weapon Argentine radio, once Latin America's best, has become her chief propaganda weapon. She and her stooges decide on programs. Then bar anybody they don't like, and take over the stations they think pay off. There is no longer any opposition broadcasting in the country. country.

Motion pictures—and Argentina used to lead the Latino elecuit here—are also under her control. No seript can be approved, no actor or actress hired, no director employed who is not a publicly ardent supporter.

Legit has fored the care were

Legit has fared the same way. And B.A. with 25 houses lit during the season was onee the top foot-light field in the Latin Americas.

life session was one to top soor.

Eight field in the latin Americas.

Eyita's centrol. Literati-wise, Eyita

Eyita's centrol. Literati-wise, Eyita

Bas her own papers and exercises

control over others through a new

technique. Nobody's ever ceshacyet

cethique. Nobody's ever ceshacyet

cethique. Nobody's ever ceshacyet

terminal are witheld and the paper

starves, or fines are imposed for

parking, nolay presses, lack of

rownitators and every other alleged

evitaliators and evitaliators and evitaliators and every

evitaliators and e

doesn't seem real enough-too im-

possible. Still Evita has proven one thing: Still Evita has proven one thing:
That while soap operas and others
have given good prizes here in the
States, nobody ever drew a prize
like the one Evita from Argentina
copped for herself below the Rio

### **Benny Still Tops** At Year's End

Jack Benny, catapulted into the headlines by his switchover from NBC to CBS, effective last Sunday 12), retained his No. 1 position in the Top 15 Hoopers at the year's end (Dec. 30 report). The continued Benny pileup of audience has only served to heighten trade interest as to how Benny fared on his initial Columbia stint (if was a Hooper rating night, too.)

Consensus among trade hepsters is that Benny would wind up with an 18 or 19 for the CBS teeoff.

Only half of the Top 15 shows in the Dec. 30 report are NBC properties. That's a far ery from the midseason score of past years, when NBC was riding high and handsome with 12 or 13 of the top rating pullers.

Here's the new Top 15:

Here's the new Top 15:

Lax Rado Theatre 24.6

Mr. District Attorney 19.4

Mr. District Attorney 19.4

Mr. District Attorney 19.4

Mr. District Attorney 19.4

Mr. Pistrict Attorney 19.4

Pistrict Attorney 1 Here's the new Top 15:



### Do You Think Tele Will Ever Come Back?

102

By FRANK SCULLY

Mt. Lookout, Xmas, 2020.

What killed television, the old boys at the Television Home For Aged and Indigent Actors were saying, was the monopoly.

and Indigent Actors were saying, was the monopoly.

TV was fine in the beginning because young people in America, who had seen as little of vaudewille as Soviet buck privates had seen of the cars, thought the miniature vaude they first saw in television was terrific. They didn't realize that many of those acts took years to perfect and could survive as long as they could be booked in various circuits.

circuits.

In those days television projected about 60 miles and an act could get one night bookings across the country. But soon some smart operator put the acts on film and subt prints around like newsress. Not long after that coaxial cables as thick as your thumb were running across the country and up and down the land. From above the landscape looked like a huge wire basket for frying Prench fixed points. By then coast to coast television was as common as raidle chalas-

hid been.

As soon as the big TV chains had merged into one big show, talent
was burned up at such a rate of speed there was no living with the
thing. First, all the vaude routines were consumed.

Then came the fight between the picture companies and the TV
monopoly to see who'd own whom.

#### AC Means Anaconda Copper?

Anaconda Copper and American Tel and Tel were bulging with what it takes, and the picture companies couldn't get their foreign coin released to throw into the fight for control. So they had to sell out to the television monopoly.

it takes, and the picture companies couldn't get their foreign coin released to throw into the fight for control. So they had to sell out to the television monopoly.

TWC consumed oid movies they had got in the big buy at the rate of TWC consumed oid movies they had got in the big buy at the rate of the control of the c

#### Who Spoiled Television?

Who Spoiled Television?

What had turned the head of the monster in the first place was the way it was swooned over in its infancy. It was so over-praised in 1984 that after that artything went to its head. Faked wrestling matches, fairly tought football and baseball games, parlor games and old rainy rooms throughout the country people relien with delight in living proms throughout the country people who the property of the pr

matches which penistently ran to two out of three falls, the visitors had to be invited to a midnight snack, and of course, being flounders, always accepted.

After a year of this, the TV owners discovered that far from saving mone by staying at home they were running way over their budgets. After a year of this, the TV owners discovered that far from saving mone by staying at home they were running way over their budgets. However, the saving at the saving saving and the saving saving at the saving saving at the saving sa

bands. These cartelists set up a committee to see if such a deal could be These cartelists set up a committee to see if such a deal could be with the committee of any size already had TV monopolies services, were completely in government hands. The cartelists felt these commissars of entertainment would gobble up the foreigners in-steed of vice versa.

A few banana republics were receptive to the role of stooge, but the TV monopoly decided none of these could be trusted from one revo-

TV monopoly decided none of these could be trusted from one revo-lution to another poly was forced to the wall at the point of a Depart-ment of Justice subpena. Ordered to break it up or do their singing on a rock pile, the monopolists released their grip, threeby beginning another era of show business. They were followed by some smart. When last heard of these boys were trying to find a way to close the market out to competitors and at the same time circumvent the anti-trust act. . . Crime marches on



BILL STEWART "Meet the Stars," ABC
'Harmony House," KLAC-KVEN
"Chef Milani Show," KMPC
Stewart-Scott Enterprises

## **Baby Picture** Bearskin Rug

By C. M. UNDERHILL
(CBS-TV Director of Programs)

Having torn up the first 25 opening paragraphs hedging the whole idea of predicting program trends in 1949 or using the opening gambit "none of us are experts" as a safeguard, we decided there

was no hiding in this corner . . . and I don't mean to hide behind "we." So I'll advance the following theories in the belief that TV will improve its programming in 1949 along the following lines:

Above all, I believe TV pro-gramming will become increasingly more objective. It will realize that it is a spectator sport . . . a spectator medium of entertain-

speciator medium of entertainment, it will reluctantly admit that is not a parlor game. This will be by hangevers from 1948 and by latecomers from 1948 and by latecomers from 1949 radio. They will forget, at first, that television dio, a medium in which a voice or a sound embraces the participation of the audience, in the life of the participation of the audience, in the life to ignore the fact that television, as far as the audience is concerned, a picture to be seen. They will count on the influences that country of the properties of the proper ment. It will rejuctantly admit that

of come overnight. But it will come overnight. But it will come overnight for the complete of the control of th Need For Original Drama

#### TELEVISION

By BLANCHE MERRILL

What's this thing that came a-creeping Then came leaping and a-sweeping Caught the show world all a-sleeping Almost over night

What's this thing that came a stealing Then like thunder came a pealing Rent the ceiling—sent us reeling So dynamic was its might

We thought it an infant crawling We thought it an infant crawling Just a baby that was bawling Did we know that all that squalling Was the trumpet that was calling Calling us to give us warning That the child that we were scorning Would some funny sunny morning in the morning light its banket Wake up and kick off its banket was the word of the word was the word

Baug! The fireworks then-started Radio! The Lion Hearted! In and out of stations darted Quaking in its fright

Movie bosses—faces blanker Wond'ring where their films would anchor Wond'ring what to tell the banker What an awful plight!

Goldwyn—Mayer—Schenck and Zanuck Saw the boogie-boo titanic. So titanic—come the panic Yes, a dreadful plight!

But agents—10 percent receivers
Started running round with fevers
Dizzy—busy now as beavers
Calling for those grand oldtimers
With dreams of Goldie's slickle-and-dimers
Acts that have been on an outing
Since vandeville left them knockabouting
Now these agents all are scouling
All are spouting—and they're shouting

"Acrobats—your tights are shabby Muscles have grown fat and flabby Get yourselves back in condition Once again boys—an audition"

"Jugglers-start to throw those nine | Yellow-green and red like wine pln

"Pantomime—join this procession Greatest of all art's expression Once again you'll take accession Your crown's again in sight"

"Get that gal that we've been breakin' Breakin' in at those forsaken Places—cold as ice on cokin' Tell her stars are in the makin' Video has got them gabbin' Movie scousts have started tabbin' Why they've even started grabbin' Better sign that gal tonight'

ASCAP writers cutting capers Lawyers drawing up new papers Authors' League is burning tapers Till the morning light

Theatres with their high admissions Have stopped gabbing 'bout traditions Want to know 'bout these transmissions In their brand new plight

And those boys—those old bartenders Pals of all the elbow benders Bars are empty—no more spenders They stay home at night

Mama has zipped down her zippers Papa's in his bedroom slippers Sipping nippers—eating kippers To their heart's delight

What a riot! What a rumpus! Video you sure have bumped us Till we're all non mentis compos All non compos mentis-right

The little child shall rule the waves now Shall be getting all the raves now Though it's driving us all frantic Its kingdom soon will be gigantic

Radio-vou reigned most queenly Movies—mighty—ruled serenely
Thanks! We all salute you keenly
And of thee we'll sing
The King is dead!
Long live the King!

television. Hollywood will undoubtedly occupy its place in TV. But this place will not be occupied until Hollywood learns to use the state of the st

#### TV In The Hinterland A Succession of Crises

By J. LEONARD REINSCH

wave.

There is a new frontier in television, however, and uyer on it.

The wave is a larger of the control of

study the progress of kine recording, ander spare tuse of the recording, ander spare tuse for the progress of kine recording, ander spare tuse for the progress of kine recording and the progress of kine recording to the progress of kine recordi

By J. LEONAR REINSCH
Television is simple—it's noting more than the combination of a thousand and one details—but severy detail has to consider the severy detail that the considerable the severy details with the severy details. When you are on the cable, life is easler—all you have to work which network or severy details the severy details and the s

We planned a special section in We planned a special section in the Atlanta Journal for a grand publicity splurge for T-Day. Our staff, however, was reminded that set owners expect planned programming the day following T-Day and the many days thereafter.

defails in Atlanta in the hope that imoor would be over, and buyers they may prove of some value to in olonger look sets away from retunoed with the control of the control



PAUL TAUBMAN Pianist-Organist-Conductor "Rosemary," "Perry Mason" "True Detective" "Mysterious Traveler". Adventures of Frank Merriwe RCA Victor Recording Artis

sold out the first week reads well in the trade papers, we didn't want to take a chance on souring good advertisers by inept handling of television commercials. Television

is a medium of motion and to is a medium of motion and to utilize the fullest advantages of this medium requires a specialized (technique in the development commercials." It's not quite as simple as putting a silide on the screen with the dealer's address-and telephone number. There has been a steady increase in the numb-ties of the commercial of the com-tage of the commercial of the commercial of the com-tage of the commercial of the commercial of the com-tage of the commercial of the commercial of the com-tage of the commercial of the commercial of the commercial of the com-tage of the commercial of the commercial of the commercial of the com-tage of the commercial of the commercial of the commercial of the com-tage of the commercial of the commercial of the commercial of the com-tage of the commercial of the

the low pressure approach.

Our main concern is to develop eirculation. To repeat—circulation along for effective advertising, effective advertising, effective advertising, effective advertising, effective advertising means increased revenue, and increased revenue makes possible better professional effectivation. Programs are scheduled on a regular basis that will promote favorable word of mouth reaction. Statistics show that between 40% and 50% of television sets are purchased by people about the programs of the program

Criticism of our programs comes in the main from the new set owners who invite friends in to see television programs. When the program doesn't meet a high standard and the program of the

Each morning our executives discuss the previous day's programs and the lessons learned are applied to upcoming schedules.

and the dessons learned are applied to the White our shirt discharge which we have brief to be equally careful on the commercial side of the me to the commercial side of the commercial side of the white our commercial side of the side of the white our commercial side of the white our commercial side of the side of the side of the side of the side our commercial side our commercial side of the side our commercial side

presentation covering several eities.

In response to agency requests
we have prepared several types of
maps and make every effort to
keep up-to-date eoverage data in
the hands of our representatives
and readily available to time

We found that extensive and in-tensive newspaper publicity pro-motes television circulation the quickest way possible. This is our main interest in life at the present main interest in life at the present time—a maximum circulation in the shortest possible time. In this connection members of our staff accept any and all invitations to speak wherever and whenever. In all of our operation we he found one quality imperative-flexible mind.

#### How the Film Industry Can Utilize Television To Boost the Boxoffice

By PAUL RAIBOURN

purists, and are not averse to op-portunistically mixing roots from two languages as they do in their master word 'television'—from the Greek 'tele,' distant, and the Latin 'video,' to see.

There's no telling now where this fancy mixing of the classic and show business will lead us, but anybody who thinks this new influx of ideas can be ignored had better take stock again.

better take stock again.

I pieked up my evening paper a week or so ago and what do you suppose cuspin the stock of the st

osity and bought himself a television set.

And if that isn't proof that
Classicism is upon us again, I went
to a luncheon, a few days later, at
to a luncheon, a few days later, at
were gathered, and it happened
again. In the course of a luncheon
discourse to the assembled haute
chairman of the FCC, Wayne Coy,
got off a few interesting phrases.
A nice little sentence about a committee which he called ad hoc
audience. Here and there could be
seen a faraway look in the eye of
a "mouthpiece" whose spirit had
bustness and go back to his law
sehool days. A few others just
looked puzzled. as if they weren't
quite sure whether it was Latin or,
door was opened wide in surrendertook the new era boys when one
town of the course of the course of the course
to the new era boys when one
town of the course of the course of the
someone would please tell him
someones would please tell him
someones would please tell him
someones would presse tell him
some of the course of the course of the
someones would presse tell him
some of the course of the course of the
someones would presse tell him
some of the course of the course
the course to the course of the course
to the course of the course
to the course
the course of the course
to the course of the course
the course of the course
the course of the course
to the course of the course
to the course of the course
to the course of the course
the course of the c

did if:

It told me that the enthusiasm being exhibited for certain phases of television was being misdirected. Too many of us were falling to go back to Rome and Greece to learn what those peoples thought about the show business

There is a new influx of strange and to learn again the lessons they people into the show business learned. Just think about the They don't speak Valury or Greek theater, the Ronan Colostenies of the Col

some form have parellated the has tony of man because man is a gre-sarious, creature; he has the herd matther, the needs to gather to-gather with his fellow men, to perfect the second of the second second

Stir, Fear, Confusion Sitr. Fear. Contusion
The addition of an eye to radio
has long been foreseen and hoped
for, and its coming is looked upon
with joy by us here at Paramount
tiently the day when the entertainment world would recognize television's potential and welcome it
day has arrived most fold. The
folding has a recommended and the
day has a recommended and a first
sound has ereacted such a six such
conversation, such fear and confiction. The year 1948 say telefusion. The year 1948 say telelarge screen television a reality,
At Paramount, we have heen

large screen television a reality,
At Paramount, we have heen
errouning television for his debut
for the bast to yeath. We are
the property of the property of the property
business. We will make it an ally,
It will complement and supplement
cal and national import which
would keep people away from the
heater will be brought into the
theater on the large screen—in
That it is lard one way in which

That is just one way in which television will help the boxoffice. There are many ways. For, to descend once more from the sublime Latin mot to the vernacular of Broadway, let me remind you that George Cohan had the answer in 5 phrase thus as forces were in 5 phrase thus as forces were in 5 phrase that as forces were the force of the

you that George Cohan had the an-swer in a phrase just as torse as any of Caesar's when he said, "There's nothing ever been invent-ed to keep a guy at home except a doll." And a guy can't stay home forever and a doll won't, not if she's has a new coat or a new hat to show off, no matter how much pleasure the television set in the

(Continued on page 168)



JOHN GART



PROF. QUIZ

Now selling GRAPE NUTS FLAKES for Post Cereals Division, General Foods Corp.

Exclusive Managements FRANKLIN H. SMALL Hotel Abbey, New York City, N. Y.

## Local Station Sees No Black Ink, But PROBLEMS OF SELLING TELEVISION If You've Got Your Teeth—Hang On

got your feet wet.

Then, once you're on the air, it commences. You may have decided to load your station with film. Think you're going to get off cheap? You'll find out. Film—any kind of film—costs money.

I mean this kind of money. To fill a quurter-bour ob buy three freminute film features. After freminute film teatures. After freminute film teatures. After film for the film features. After film in a four-hour schedule cost you \$240 for program material alone.

But wait. Five-minute shorts.

S240 for program material atone.
But wait. Five-minute shorts.
won't satisfy your audience forever, and from there the price
really goes up. A 15-minute travelog sets you back \$45, a one-hour
feature film costs \$100 to \$150.

So, you turn to live local shows and you may try a man-on-thestreet series. This is when you can be shown and you may try a man-on-thestreet series. This is when you can in the red even we will be shown and the shown and t

By WALTER J. DAMM
of Radio and Television, the Journal Co., Milwaukee)

(Vice-President and Gen. Mgr. of Radio and Television, the Jarlewision station cannot be coperated on a sheestriag.

I'll start with an understatement. A television station cannot be coperated on a sheestriag. Such as the state of the stat separate show, and treated as such.

Can a television station above a profit at the present time? Well, and the present time? Well, and the present time of the state of the s

Learned These Facts

To sum up, our first year of television operation at WTMJ-TV has taught us these facts:

It takes money to start a tele-vision station; more money to op-erate lt.

There is only one way to op-erate a television station even though you run in the red every month . . and that's the right way . . in the public interest.



#### Crosby, Boyer Et Al., Aid WW Into K-F Groove

Confronted with the problem of wiping out a 16-year sponnor identification, one of the longest in network amals, William H. Wichselberger account, came up with the slickest trick, of the sean in commercial radio when maker's bankroll last Sunday (2). For the teeoff program, Weintraub had Bing Crosby do the K-F commercial.

WW's 2-Web Coast Ride

NW's 2-Web Coast Rid
A hookup deal probably unprecedented in character has
been set for Walter Winchell's
series. Which teed off. last
sunday (2). The Coast repeat,
heard at 8:30 p.m. Paelfic time,
not only embraces all Jime,
not only embraces all Jime,
for the Don Lee-Mutual network on the Coast.
In addition, there will be
Alaska and Hawai pickups.

By J. L. VAN VOLKENBURG
(CBS Vice-President, Director of Television Operations)

**Television Via Film** 

years or so television recordings (film) are going to be a big factor

in network program distribution. No matter how you slice actual, plus anticipated, cable and microwave relay facilities, it looks like the number of stations will keep growing faster than available cable and microwave relays. Three-anda-half nighttime hours a week on the cable to Chicago is obviously not enough for the combined needs of all broadcasters. The 90-day periods for which these allocations are made also give small cause for comfort. Even if the east coast to Chicago cabies are quadrupled by 1950, that still leaves the west coast

Only One Choice

Delayed broadcast are the pracminimum of the prace of the pracee of the prace of Delayed broadcasts are the prac-

sonable amount of time in which to leavision film re-make film recorded programs the cordings are here for whoever practical equal of the live show, needs them; and right now practi-low is this time being used, and cally everybody does.

Let's face it. For the next five what are the technical problems in process of being surmounted? They

Faces Rocky Road

what are the tecnnical proteins in process of being surmounted? They fall into five groups: 1—Availability of equipment. Most apparatus used in TV film re-cording is of recent origin and doesn't come through very fast.

doesn't come through very fast.
2—Mechanical problems. Television recording makes unusual demands for speed of operation on
the moving parts of cameras and
other equipment. Until television
there were virtually no cameras
that would run continuously for a
half hour, or more, without reload-

ing.

3—Photochemical controls. Neg-stives and prints for television de-mand far more critical processing, on much tighter delivery schedules, than for district schedules, the con-trol of the control of the con-trol of the co

Sundays Charles Boyer, Joan Crawford and Jane Wyman will handle the announcer chores and get in the K-F plugs.

while sach of the stars is being paid the minimum 530 AFRA.
While sach of the stars is being paid the minimum 530 AFRA.
So, of the stars is a locating an additional total of
\$4,000 for WN's pet charity, the
Damon Rumyon Control of the stars doubling
as finnouncers.
Last Sunday marked the first
time that Crossby had detoured
into a strictly commercial pitois
except for the integrated pitois
sored ABC show.
Weintrulu seems, and WW
Weintrulu seems, and WW

sored ABC show.

Weintraub agency, and WW recognize they've got a toughie to crack in getting out of the "lotions of love" groove, which has one of the highest sponsor identifications in radio, particularly in view of the "Jergens Journal" tagline.

in radio, particularly in view of the "Jergens Journal" tagline.

It's for that reason that the genery harm! any particular mistagency harm! any particular mistagency harm! any particular mistagency harm! any particular has announcer on the show, also any particular has parted company with one of the acc salement on the webs. Interest of the particular harms and the same particular harms and the particular harms and t

By HOWARD S. MEIGHAN (CBS Vice-President and General Executive)

Among alert-midde businessmen, intérest in television is high. They are a month of the control o

Any advertiser's decision to use or arous terromore as determined up its belief about the medium's ability to produce increased income for This is the stratch from which we have to start in selling television as a practical proposition to sopnours. Accordingly, it behoves us to conduct visit include the conduct of the c

to the comparison of the compa

#### **Theatre Technique In Television**

By ARTHUR KNORR

Ar new as television is, it is nevertheless merely another phase of show business, which is as old as civilization. Putting "thestre" intelevision will help this medium just as it has been a big assist to motion pictures and radio. By "theatre" I mean all the devices that have been developed through the ages to attract, amuse and amaze the paying public. The audience must be entertained and every effort on the standing and an accordance of the producer must be made to make the procluser must be made to make the producer should be a standing at a standing a

lighting that adds character and dramatic emphasis to this picture. Lighting can help the picture and the scene by enhancing the dramatic or serious—comedy or amusing—musical comedy or novelly—mysterious or trage characters and the scene by enhancing the dramatic roles of trage characters and the scene and the scene and the picture so desired. Shadows should be used to establish depth and interest and can be created in many ways such as:

Silhouette or back: lighting, foreground or front lighting, atmespheric or overhead and floor lighting, highlights or side spotting, real lighting through transpherices and translucencies, broken shadows by the state of the s

Wars, through the Missouri organization, presented a citation of appreciation to KXOX, iceal ABC of sales and in recent years to coulct, in appreciation of the general coulct, in appreciation of the general coulct, in appreciation of the general coulct, in a constant of the general coulct, and the presentation of the general coulct, and the presentation of the general coulct, and the presentation of the general coulct, and the general St. Louis-Veterans of Foreign

Witmer Resigns NBC

#### "But Names Will Never Hurt Me"

By NORMAN BLACKBURN
(National Director, TV Programming, NBC)

Up until some three months ago, television's throughfare could have been aptly dubbed the "street with no names"—show people and picture people, whose names really mean something to the American public, had, for the most part, left television standing around with "egg on its face."



people, whose names really mean something to the American public, had, for the most part, left leelviston standing around with "egg on the property of the pro

derives from the stage or serein.

Recently, such screen pioneers as ZaSu Pitts, Edward Everett Horton, Marjorie Gateson and Sidney Blackmer have been delighted with the many favorable comments and reviews occasioned by their television appearances. James Dunn, who received the Academy Award for his performance in "A Tree Grows in Brooklyn," took time out from his Broadway production chores to appear in a television drama entitled "No Shoes." That vetteran of stage and screen, Guy Kibbee, has just made his television drama for the stage of the s

#### Still a Bugaboo to Many

Despite the splendid performances of these established performers, TV is still a bugaboo to many of the top-bracketed stars because it rentalis hours of hard work and study. No more is it possible to walk rentalis hours of hard work and study. No more is it possible to walk fast reading, and then hurry over to the nearest pub to have a couple of quick ones before strolling ieisurely back to look over the script cuts—then, go out and read it without worrying about facilal expressions, makeup, gestures, action, or appearance. And if a laugh is needed anyplace, just throw the whole mood out the window by making a few ad lib remarks about your incapable writers.

needed anyplace, just throw the whole mood out the window by making a few ad lib tremarks about your incapable writers. On the Performers with stage and vandeville background have taken to Performers with stage and vandeville background have taken to Performers with stage and vandeville background have taken to be desired to be a performer with the spect hould be. Ty means that a lot of artists, who skipped kindergarden and grade school training in learning the rudinents of show business the hast and three days to memorize a page or two, will either have to take a refresher course in how to "troupe" or drop by the wayside. Stars with two faces will have to forget that they have always been shot from the good side and let the public in on their real appearance from all angles. No longer will hat slightly double chin be dispersed that goes out and creates real entertailment will be just as popular regardless of this slight diminishing of their flamour. In fact, some of their fans may even like their "new look" better.

#### Buck Gunn to F-C-B

partment, which is due for expan-sion in '49.

Buck Gunn, who engaged in the property of the



PENNY SINGLETON "BLONDIE"



KEN ROBERTS RADIO — TELEVISION SChuyler 4-5700

#### Floor Cables **Are Driving Lensmen Nuts**

By ARTHUR SUSSMAN (WPIX. N. Y.)

baseball umpires, cameramen do their job best when spectators are least con scious of their presence. In theory, our job is to train the camera or those scenes enumerated by the dithose scenes enumerated by the director in the studio control room. I say "in theory" because there are so many things required of a floor cameraman, particularly the muscular feat of getting the camera over those floor cables and around the dolly of the microphone boom.

the dolly of the microphone boom.

Three cameramen make up the average studio crew. As an individual cameraman, you might say that I bake one layer, of whose selects these pictures to be telecast from the three pictures of the selection of the selection of the cakes for serving in the living room at home.

in the living room at home.

So far as the creative contribution of the cameraman on a studio
slow is concerned, he must work
within the rigid framework suppiled by the director, as assisted
ous gentleman who plays the part
of traffice of por working rewes
and performers. There is more
altitude allowed a cameraman on
a special event outdoors or remote
leceast. Not so much during a
teleast. To so much during of
follows a reasonably predictable
pattern.

#### "The Monster"

"The Monster"
Floor maneuvers are coordinated by our headphone system for communications between all parties concerned, except the performers. Each camera is equipped formers. Each camera is equipped to be a concerned on the control of the contro

a dolly or truck.
All cameries also are mounted
on pivots, giving a horizontal as
well as vertical range, and there's
"the monster" — a massive iron
and steel creation like a small
crant. This enables the camera
of a man or to be lowered to floor
level, a variety of positions which
soon qualifies the cameraman as
an aerobat. With this flexibility
the cameraman should get any shot
called for within the physical limit
The convergence of condition of

tations of the studio.

The over-conweld condition of
the studio floor is what cuts down
the mobility of the camera. All
traffic, for instance, must move
around the five foot square microphone boom, and the big fingers
of seenery and fourniture for each
of seenery and fourniture for each
of seenery and fourniture for each
movement. Then there are the
scattered lights which can't be
brushed aside at convenience.
But worst of all are the cables

But worst of all are the cables crossing the floor. An inch or more in diameter, they connect to cameras, mikes and lights and cannot be rolled over by the cameras. The camera wheels have to be

### Freedom of the Dial

Producer, "Winner Take Ail," "Hit the Jackpot")

If your cousin Willie has got into the habit of grabbing his portable radio and locking himself in the bathroom to tune in his favorite quantitative and locking himself in the bathroom to tune in his favorite quantitative and locking himself in the bathroom to tune in his favorite quantitative and locking himself in the bathroom to tune in his favorite quantitative and locking himself in the habit of the product of the

with Santa Claus," had berun to suffer Hooper-wise.

"Speak Up, Willie!"

"Where are you, Willie! Come, come, now! Embolden yourself and speak up!, Put down your clandestine portable and think out loud for us. Think 'Tell us why you, Willie, get a kick out of audience participation shows ... All right, I promise not to use your real nance). However, the contraction of the participation shows ... All right, I promise not to use your real nance) are the contraction of the participation shows ... All right, I promise not to use your real nance) are the contraction of the participation shows ... All right, I promise not to use your real nance) as the networks and sponsors. Here's why tens of millions of listeners tune in on giveaways every week:

They like the real people, not professional actors, they meet on gus shows ... The humor is spontaneous, not gag-written, the drama, out shows ... The humor is spontaneous, not gag-written, the drama, listeners' fund of knowledge ... Americans traditionally enjoy the spectacle of fair competition ... The quiz adds to the diversity of radio dare.

Spoken like a man, Willie!

radio f.are.

Spoken like a man, Williel

A writer not too long ago did a Sunday magazine piece entitled:

'Jack Benny or Jackpot!'' Why not put it this way: Jack Benny AND

jackpot... and drama and commentators... and newcasts and soap

operas... and concerts, variety and breakfast shows. That, as I see

it, is radio's job—to dish it up and tel Willie do the choosing

Freedom of the dial is his right; let's not trifle with it.

litted over the cables, one at a while we reassemble and get ortime, or the cables have to be grained, fast, for the next show, raised over the cameras. Either our particular pride at WPLX is a spaghett dish one show to an orthogonal to the contract the real test. We thus one-camera show, the simple, and a real test with the contract the real test. We thus the studio. The cameraman, with his seconds to take our positions on loss on a show of this type also a new show, usually across the though the still gets the director's studio, plunging through the middle of the spaghetti on the fine for communication system inherent in with the mike boom appearing like ledvision. Once the lens has been, at home see only a title eard, hear; with it throughout the show, often soft music or an announcer's voice as long as 25 minutes.



PAUL WESTON Musical Director CAPITOL RECORDS

CHESTERFIELD SUPPER CLUB Starring JO STAFFORD

THE JO STAFFORD SHOW REVERE CAMERA ABC—Thursday Evening

# 1949

## in radio





























































































## in television...





Metropolitan Opera's opening it was seen by over 2,000,000 ple on ABC-TV. Above: Milton ss, ABC's famed "Mr. Opera."



tillie starred in the sensational, smash-hit première of ABC's New York station (WJZ-TV) last fall, James Barton, Henry Morgan and-many other great stars appeared.













\* All times listed are Eastern Standard Time. In other zones consult your radio log.

American Broadcasting Company

## **PHILCO**

The Leader in radio advertising, says...



## There's





BING CROSBY, America's favorite singing personality, turns Philco salesman every week on star-studded "Philco Radio Time". And a host of famous names from show business appear as Bing's guests to help him make this a high-ranking program with millions of listeners...and a powerful force in selling Philco radios and radio-phonographs.



DON McNEILL and the cast of "The Breakfast Club" are co-sponsored by Philco 5 days a week over the coast-to-coast ABC Network. With all the charm that's made their show an outstanding favorite for 16 years, they tell American housewives how to become "queens in their kitchens" with the new Philco Advanced Design Refrigerators and Philco Freezers.



BERT LYTELL and Actors' Equity Association join hands Philco to bring television audiences all-time hit plays leading players of Broadway on "Philco Television Playbo Here is a new high in television entertainment...show ness at it best! And it builds plenty of business for Phile "Scene from "A Christmas Carol," starring Dennis King, shew with Dappis Iv. here with Dennis, Jr.

# No Business Like Show Business for building PHILCO sales"

Here, in what Don McNeill calls "Philco-delphia", you don't have to sell us on the power of radio and television advertising.

For no appliance manufacturer has invested so much time, money or interest in radio and television entertainment as Philco. And none has reaped such rich rewards.

Today, we are fortunate to be represented by three outstanding programs. The incomparable Bing Crosby is currently selling Philco radios and radio-phonographs over the largest group of stations ever devoted to a single similar show. We are co-sponsors of Don McNeill's famous "Breakfast Club", a daytime favorite for 16 years. And we have recently brought the finest in show business to Television by presenting the all-time hit plays and leading players of Broadway on "Philco Television Playhouse".

In so doing, we are investing millions of cold, hard dollars to back our belief in show business as an advertising force. And it has amply paid off! Yes, we have found that show business is mighty good business for us!

So we say, "Thanks!" to the stars of the entertainment world. And we give them no small credit for the fact that Philco today is a leader in refrigeration...the brightest new star in television...and the undisputed leader in radio sales for the 19th consecutive year.





# ALAN YOUNG

**Every Friday Night** 

NBC with JIMMY DURANTE

Starting January 11th for TUMS

"THE ALAN YOUNG SHOW"

Under Contract to . . 20TH CENTURY-FOX

Soon to Be Seen in "CHICKEN EVERY SUNDAY"

Thanks to FRANK COOPER MCA-NICK SEVANO MAURY FOLADARE

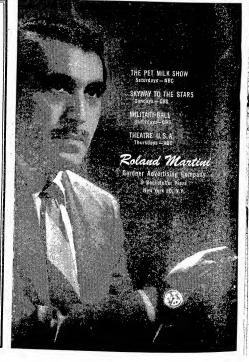


**PICTURES** Eddie Cantor—Patst Blue Ribbon Starring in Columbia Picture's Comedies

The Smiths of Hollywood Transcribed

CURRENT RELEASE

Public Relations: DON HIX, 6404 Hollywood Drive, Hollywood 28, Calif.



It takes a lot of talent (which NBC stars certainly have)

to build the best shows (which they certainly do)

to program America's No. 1 Network (which it certainly is).

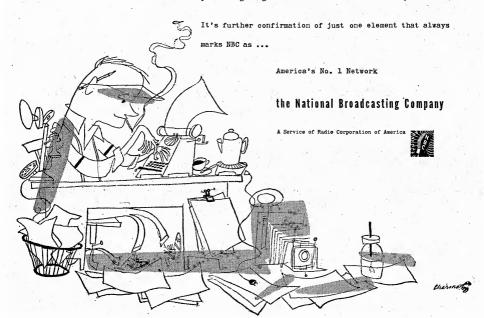
And then it takes plenty of nudging and lots of releases, mats, and glossies—and the rest of press service to keep talent in the news.

Year after year, NBC stars rate more lineage than any other network's names--first because they're America's No. 1 stars --but also because they're backed by the solid efforts of 38 people in New York, 7 in Chicago, and 15 in Hollywood.

NBC is gratified that the nation's radio editors and columnists

have singled out Syd Eiges and his staff--in the Fame magazine

poll--as giving them "The Best Network Publicity Service".





Our Father Thanks You Our Mother Thanks You And We Thank You

# JILL and DICKIE KOLLMAR

"Breakfast With Dorothy and Dick"

**WOR Every Morning** 

CONGRATULATIONS VARIETY

Jack Owens

A.B.C. BREAKFAST CLUB

Personal Manager:

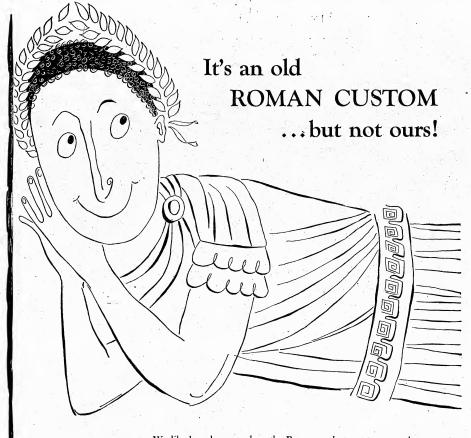
AL BORDE

203 N. WABASH AVENUE, CHICAGO

Publicity Manager: MARALEITA DUTTON ASSOC. 19 E. PEARSON, CHICAGO



C Fabian Bachrach



We like laurels as much as the Romans—but not to rest on! Such laurels as the George Foster Peabody Award...the Advertising and Selling Gold Medal...and the citation of the National Council of English Teachers for "the program which did most to further listeners' understanding and appreciation of our literary heritage"...to mention a few we've received...are an incentive for us to continue to bring good theatre to radio...to make 1949 our most successful year.

#### "THEATRE GUILD on the AIR"

Every Sunday Night - ABC NETWORK

UNITED STATES STEEL



# "CAN YOU TOP THIS?"



SENATOR FORD • PETER DONALD • JOE LAURIE, JR. • WARD WILSON • HARRY HERSHFIELD

ED. J. WEBER Gen'l Mgr.

156 W. 44th St., New York 18, N. Y.

# THE FITZGERALDS ED and PEGEEN



# **GEORGE WRIGHT**

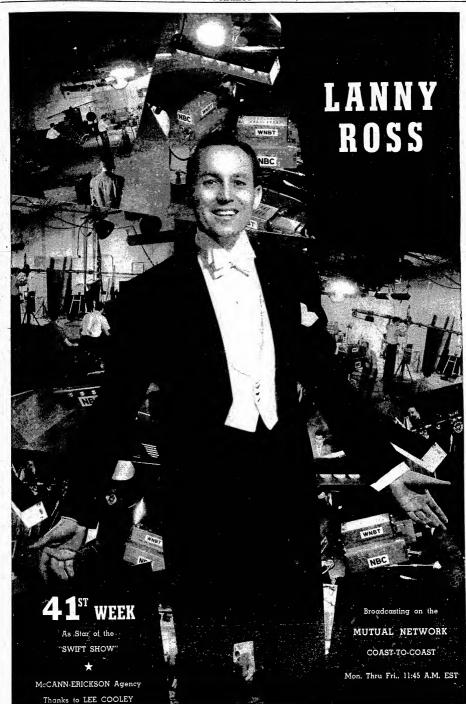
- ORGANIST-

Radio ★ NBC Thesaurus Transcriptions ★ Regent Records

PARAMOUNT THEATRE, New York

NOW 22ND WEEK

Thanks to BOB WEITMAN and BOB SHAPIRO



MOVIES:

"'So This Is New York' . . . Henry Morgan excellent."

-VARIETY

RADIO:

"Great wit . . . fine performer . . . wrner . . . director."

-VARIETY

TELEVISION:

"Of course he's just as funny . . . talented."

-VARIETY

SUMMER THEATRE:

"Grade 'A' actor . . . imaginative."

-VARIETY

NOW AT LIBERTY:

Henry Morgan.

ON SALE AT ALL NEWSSTANDS:

-VARIETY

LOCATED AT 1270 6TH AVE.

XXX



# MARK GOODSON

BILL Todman

AND BILL TODMAN

AND MARK GOODSON

**CO-PRODUCERS OF** 

# HIT THE JACKPOT

With

-TO OUR SWELL SPONSORS-

THE DE SOTO-PLYMOUTH DEALERS OF AMERICA

AND TO-

BBD&O-

FOR THEIR WONDERFUL COOPERATION!

AND TO ALL THE MANY EXECUTIVES AND THE OTHERS WHO HAVE HELPED ON CBS

Also Producers of

"Winner Take All" (AM & PM), "Winner Take All" (TV), "Beat The Clock" — All on CBS

STOP THE MUSIC

G-Greators and G-Owners

HOWARD CONNELL - LOUIS COWAN - HARRY SALTER FOR A GREAT YEAR!

Thanks, too -

Al Hollender - Bud Barry - Bob Kintner - Jack Turner - Charles Harrell - Read Wight and the rest of ABC.

Thanks to Sponsors—Smith Bros., Eversharp, Shick, Old Gold, Speidel (in order of their quarter hours on the airl). And to their Agencies—S.S.C. & B., The Biow Co., Cecil & Presbrey, Lennen and Mitchell.

Thanks to "MY WIFE" and mr fred allen.

MARK GOODSON

# Season's Greetings



Ted Lewis

Anniversary

fred allen employed by the ford dealers

"No question though but that ABC has a most engaging and capable guy in Klernan." He's smooth or the ad lib, pleasant of voice and appearance and equally at home in the roles of newscaster, inter riewer and emcee. 'ABC should make good use of him." Doan, VARIETY.

"If Walter Kiernan\* didn't emerge as the greatest commen-tator on the National Scene he exertainly is down in our book as The Most Listenable . . . we make no claims to originality when we repeat the boy is dyna-mite." Weiss, RADIO DAILY.

"As a solo act I'd say he was radio's funniest performer— without exception."

Anderson, CLEVELAND PRESS

"Walter Klernan," an un-frocked newspaperman . . . 2 personality who should be a walloping success in the new medium . . poise and fluency."

Conniff, JOURNAL-AMERICAN.

Walter Kiernan's\* gab is eararresting vis his WJZingers. I little his crack in the paper too about the White House 'Welcome' mat still being there—only 'Welcome' is changed to 'Well'?" Winchell, MIRROR.

"He\* has a witty, easy style, and just as important, a sense of good timing that puts him in the class of topnotch entertainment." Makoney, SAN DIEGO UNION.

\*Available on ABC and ABC-TV

#### 1948—A YEAR OF ACHIEVEMENT

- 1. Our best year of business in the face of multiplied competition.
- 2. Consistent top audience ratings for our advertisers.
- 3. Introduction of Faximile to Atlanta.
- 4. Completion and activation of a new and highly efficient 50 k.w. (am) transmitter.
- 5. A new and completely engineered building for television operations, together with a 598-ft. tower, pylon and
- 6. THE FIRST TELEVISION FOR THE DEEP SOUTH.

dition and appreciation of this market.

WSB is as much Atlanta as the dogwood . . . as much Georgia as red clay hills and piney woods. Only WSB can offer these advantages in this market.

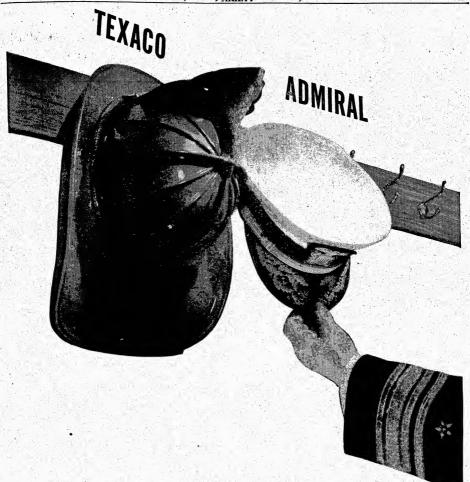
The Atlanta Journal Station

50,000 WATTS

ATLANTA, GEORGIA

Represented Nationally by Edward Pety & Co., Inc.

750 KILOCYCLES



Good place to hang your hat for tops in television:

Kudner Agency, Inc.

NEW YORK

DETROIT

WASHINGTON

### Sherman & Marquette

ADVERTISING



CHICAGO · NEW YORK · HOLLYWOOD

# PERCY FAITH

ON THE AIR

COCA-COLA

Sundays, 6:30 P.M., EST, CBS

**Exclusive Management** MUSIC CORP. OF AMERICA



# EYE AND EAR SPECIALISTS

#### **RADIO SHOWS**

Bristol-Myers Company	"Duffy's Tavern"	NBC-Wed. 9:00-9:30 p.m. NYT
The Drackett Company	"Star Time with Dorothy Kilgallen"	ABC-Thurs. 10:45-11:00 a.m. NYT
General Electric Company	"G-E House Party"	ABC-MonFri. 3:30-4:00 p.m. NYT
General Foods Corporation	"The Aldrich Family"	NBC-Thurs. 8:00-8:30 p.m. NYT
" " "	"The Jack Carson Show"	CBS-Fri. 8:00-8:30 p.m. NYT
<i>y</i> , <i>y</i>	"My Favorite Husband"	CBS—Sat. 9:00-9:30 p.m. NYT
" " "	"Gangbusters"	CBS-Fri. 8:30-9:00 p.m. NYT
" "	"The Meredith Willson Show"	ABC—Wed. 10:30-11:00 p.m. NYT
, , , , , , , , , , , , , , , , , , ,	"Professor Quiz"	(Transcribed)
n n	"The Second Mrs. Burton"	CBS-MonFri. 2:00-2:15 p.m. NYT
" "	"Sheb Wooley and His Calumet Indians"	(Transcribed)
Gulf Oil Corporation	"We, the People"	CBS—Tues, 9:00-9:30 p.m. NYT
International Silver Company	"The Adventures of Ozzie and Harriet"	NBC-Sun. 6:30-7:00 p.m. NYT
Johnson & Johnson	"It's Your Life"	WMAQ, Chicago—MonFri. 11:15-11:3 a.m. CST
Lever Brothers Company	"The Bob Hope Show"	NBC—Tues. 9:00-9:30 p.m. NYT
Thomas J. Lipton, Inc.	"Arthur Godfrey's Talent Scouts"	CBS-Mon. 8:30-9:00 p.m. NYT
Metropolitan Life Insurance Company	"Eric Sevareid and the News"	CBS-MonFri. 6:00-6:15 p.m. NYT
Metropolitan Life Insurance Company	"Dave Vaile—News"	CBS-MonFri. 8:15-8:30 a.m. PST
Rosefield Packing Company	"Skippy Hollywood Theatre"	(Transcribed)
Sanforized Division of Cluett, Peabody	Nancy Dixon series	9 local shows in 8 markets

#### **TELEVISION SHOWS**

	ILLEGION SHOWS	
Bigelow-Sanford Carpet Co., Inc.	The Bigelow Show starring Dunninger— Paul Winchell and Jerry Mahoney	NBC-Thurs. 9:30-10:00 p.m. NYT
Cluett, Peabody & Co., Inc.	"The Arrow Show starring Phil Silvers"	NBC-Thurs. 8:00-8:30 p.m. NYT
General Foods Corporation	"Author Meets the Critics"	NBC-Sun. 8:00-8:30 p.m. NYT
Gulf Oil Corporation	"We, the People"	CBS—Tues. 9:00-9:30 p.m. NYT
n n	"The Gulf Road Show" starring Bob Smith in WHAT'S NEW	NBC-Thurs. 9:00-9:30 p.m. NYT
Thomas J. Lipton, Inc.	"Arthur Godfrey's Talent Scouts"	CBS-Mon. 8:30-9:00 p.m. NYT
Packard Motor Car Company	"The George Scotti Show"	WWJ-TV (Detroit) Thurs. 8:00-8:30 p.m.

#### RADIO SPOT CAMPAIGNS

The Borden Company	John F. Jelke Company	
Centaur-Caldwell Div.	Life Savers Corporation	
of Sterling Drug, Inc.	Metropolitan Life	
Duffy-Mott Company, Inc.	Insurance Company	
International Silver Company	Purity Bakeries	
General Foods Corporation	Rath Packing Company	

#### TELEVISION SPOT CAMPAIGNS

OIO. UMINIA	uii0
The Borden Company	
General Foods Corpora	ation
Molle Brushless Shave	ing Cream
Simmons Company	

#### Young & Rubicam, Inc.

ADVERTISING

lew York Chicago Detroit Hollywood
San Francisco Montreal Teronto
Mexico City London

# MORTON DOWNE

Bob Hope Show

The Copacabana New York

Texaco Television Show

Ciro's

Ed Sullivan T.V. Show

The Thunderbird Beverly Country Club

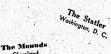
> Tues.-Thurs.-Sat. On NBC For

COCA-COLA



The Waldorf-Astoria

"Breakfast in Hollywood" **Personal Publicity Dorothy Ross** 



Cleveland

Arthur Godfrey (I'll Be Seeing You)

Wednesday, January 5, 1949

Bing Crosby Show

"Queen For A Day"

Miami Beach

Levella Parents Show

M.C.A.



MR. Jacqueline Susann





Mrs. Irving Mansfield

Every Sunday on CBS

ROCHESTER **DENNIS DAY** and DON WILSON

> Writers SAM PERRIN MILT JOSEFSBERG GEORGE BALZER JOHN TACKABERRY

Producer HILLIARD MARKS

Agency

BATTEN, BARTON, DURSTINE & OSBORN, INC.

Sponsor LUCKY STRIKE CIGARETTES

Season's Greetings

BETTY GARDE

Pictures
"CALL NORTHSDE 777"
"CRY OF THE CITY"
"ONLY COMMUNITY.FOX

Radia
Sherwood

Sherwood

MOREY AMSTERDAM

MOREY SHOW

Also
No. Ace and JANE





It's easy for a radio station to say, "Advertising will solve

your problems. Just buy some time on the air."

It's easy to say, but it isn't always true. For advertising can be really effective only when product and package are right-distribution healthy-selling appeal sound.

This fact is acknowledged at WLW, and service is geared to meet the issue squarely. There are facilities-not found at any other radio station-to aid a manufacturer all along the line. There is a "know how" peculiar to the area, and man power adequate to help you reach a position where advertising can really do a solid job.

#### HERE'S AN EXAMPLE:\*

In 1943, the manufacturer of a proprietary doing only a negligible business in the WLW area, approached the station in regard to a radio campaign. Upon our advice, he first signed with WLW's Specialty Sales division to obtain distribution. He then began his WLW campaign, sponsoring three early-morning quarter-hours per week, using WLW's staff rural entertainers.

During the last five years, this advertiser has been a steady, year-around advertiser on WLW's early-morning schedule-is now sponsoring seven quarter-hours per week-and has engaged the services of Specialty Sales eight different times.

WLW's Drug Merchandising Department has also given full support to this client, in the

matter of checks upon distribution and competitive position, dealer and consumer attitudes, the design and distribution of display material, etc.

The result? Sales have increased steadily in the WLW 4-State area-have now reached a total more than thirty times greater than when the advertiser began his WLW campaign in 1943. And he has used no other media in this area.

Yes, The Nation's Station can help you solve your selling problem in many, many ways. And when you have solved it for WLW-land, you pretty well know the answers for the nation. For WLW's Merchandise-Able Area is a true cross section of America. A vast territory where almost fourteen million people live-an area which is covered by one station as a network covers the nation. An ideal proving ground for products and ideas. A proving ground for success.

\*Name on request



Crosley Broadcasting Corporation



#### Management:

LAWRENCE EVANS and WEINHOLD, INC. Division of Columbia Artists Management, Inc. 113 West 57th Street, New York 19, N. Y.



AM-FM-Television

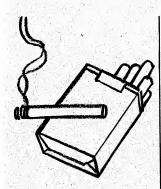
### MARY MARGARET **McBRIDE**

RADIO-TELEVISION

#### ESTELLA H. KARN

49 West 45 St. NEW YORK CITY





It's a Treat instead of a Treatment



America's largest selling disinfectant a concentrated germ-killer



John Citizen has Switched to \_\_



Dream girl, dream girl, Beautiful



Newspapers . . "Give light and the people will find their own way"



Everything GOOD for your car!



The Man who Cares says



### By the way...

does your advertising include a selling idea big enough to stand on its own feet-even without the signature?

If not, wouldn't it be a good idea to write or phone the agency that so consistently creates such advertising?

#### Lennen & Mitchell, Inc.

17 East 15th Street, New York 17, N.Y. . 308 N. Rodeo Drive, Beverly Hills, California



BURR TILLSTROM Creator of KUKLA and OLLIE





FRAN ALLISON

# KUKLA, FRAN and OLLIE

Five times weekly for RCA-Victor

WBKB since Oct. 13, 1947

NBC TV Network Now

Music by Jack Fascinato

Produced by Beulah Zachary for J. Walter Thompson

Directed by Lewis Gomavitz for WBKB

# **TRUTH**

# **CONSEQUENCES**

DUZ

NBC

Saturdays



# RALPH EDWARDS



THIS IS YOUR LIFE

**PHILIP MORRIS** 

NBC

**Tuesdays** 

margaret whiting

Happy New Year! Everybody!

# JERRY COLONNA

Congratulations, VARIETY!



# FRED WARING

and the

**PENNSYLVANIANS** 

ONE OF
AMERICA'S GREAT
RADIO INSTITUTIONS

#### THINKING OF



on its glorious 43rd Anniversary, we're reminded of the variety of radio clients we serve, and the variety of talents we feature in the variety of network programs we produce in the great world of entertainment—for which the magazine Variety is such an important, able and lively spokesman.

#### McCann-Erickson Network programs ARTHUR GODFREY TIME...CBS

BREAKFAST CLUB...ABC
DR. CHRISTIAN...CBS
GRAND CENTRAL
STATION...CBS
HARVEST OF STARS...CBS

KYSER'S COLLEGE OF FUN AND KNOWLEDGE...ABC LITTLE HERMAN...ABC STRAIGHT ARROW\*...MBS TED MALONE...ABC THE SHERIFF...ABC

Television
THE SWIFT SHOW...NBC
\*Starts February 7.

#### MeCANN-ERICKSON RADIO AND TELEVISION CLIENTS American Molasses Co. W. P. Fuller & Co. Pacific Coast Borax Co.

American Molasses Co.
Altes Brewing Co.
Beverwyck Breweries, Inc.
Besoco Company
Briggs Mfg. Co.
Broadway Dept. Stores
Brush Development Co.
California Packing Corp.
California Packing Corp.
California Walnut Growers
Association
Chase Candy Co.
Cheesbrough Mfg. Co., Cons'd
Chrysler Corporation
Coldstream Products Co.
Columbia Records Inc.
Consolidated Edison Co.

of New York Cowles Magazines, Inc. W. P. Fuller & Co. General Brewing Co. Gluck Brewing Co. International Harvester Co. John Hancock Mutual Life Insurance Co. Junket Brand Foods

Life Insurance Co.
Junket Brand Foods
Lehn & Fink Products Corp.
Leisy Brewing Co.
Milk Foundation, Inc.
Minneapolic Gas Light Co.
National Biscuit Co.
National City Bank of
Cleveland
Northland Milk & Ice
Cream Co.
Northwestern Electric Co.
The Ohio Bell Telephone Co.

Pacific Coast Borax Co.
Pacific Power & Light Co.
Perfection Stove Co.
San Francisco Baseball Club
The Soil-Off Company
The S. O. S. Company
Southern California Gas Co.
Southern California Gas Co.
Southern Collifornia Gas Co.
Standard Oil Co. (Iohio)
Swift & Company
Trans-Canada Air Lines
Twin City Federal
Savings & Loan Association
Westinghouse Electric Corp.

MCCANN-ERICKSON Advertising New York Chicago

San Francisco Boston · Cleveland · Detroit · Minneapolis · Los Angeles · Hollywood · Portland Toronto · Montreal · Winnipeg · Vancouver · London · Paris · Buenos Aires · Rio de Janeiro Sõr Paulo · Montevideo · Santiago · Lima · Bogota · Carrosa · Mexico City · San Juga · Huwana

Control of the Contro

# MILDRED FENTON PRODUCTIONS, Inc.

40 East 49th Street NEW YORK CITY

Telephone PLaza 9-8266

### LAWRENCE and LEE

Personal Management:
NAT WOLFF
For the Theatre:
HAROLD FREEDMAN

Season's
GREETINGS



# GUY LOMBARDO AND HIS ROYAL CANADIANS

**Currently At The** 

ROOSEVELT HOTEL NEW YORK

Edward H. Weiss and Marvin L. Mann

OF WEISS & GELLER ADVERTISING, CHICAGO

Congratulate Variety on its 43rd birthday

me too!

Groucho Marx Show "You Bet Your Life" A B C Network 9:30 P.M., E.S.T. for

# "MY FRIEND IRMA"

**CBS Monday Evening** 

### "LIFE WITH LUIGI"

**CBS Tuesday Evening** 

# Dear Radio Editors: Columnists: Critics:

My warmest thanks for your having voted me the No. 1 spot for girl singers for the 8th consecutive year in your annual poll.



Gratefully,
DINAH SHORE



#### "THE GOOD **NEIGHBOR STATION** WINDSOR and DETROIT

will soon broadcast with

#### 50,000 WATT POWER

in the middle of the dial at 800 kc.

To keep ahead of the expanding needs of radio advertisers in the Detroit area - to progressively serve our ever-growing audience and to strengthen our already enviable posi-tion in public service, CKLW will soon increase tion in pusits service, CKLW will soon increase its broadcasting power to 50,000 watts, at 800 ks. Only one other radio station in this region will be so equipped. Watch for formal an-neuncement of this Greater Voice, fostering Good Will on both sides of the border.

CKLW-Mutual Broadcasting System

HAPPY NEW YEAR FROM

# BLAD

AND HIS MUSIC

WMAQ - 6:00-6:15 P.M.

MONDAY THRU FRIDAY

FOR

Chicago Motor Club 6th YEAR

COMPLETE ADVERTISING FACILITIES including RADIO AND TELEVISION

# RRWIN WASRY

NEW YORK-CHICAGO-LOS ANGELES MINNEAPOLIS-OKLAHOMA CITY-TORONTO MONTREAL - LONDON - RIO DE JANEIRO STOCKHOLM!

A DEPRES

SEASON'S GREETINGS

# **JACK BRICKHOUSE**

WGN WGN-TV

HI GUYS!

# 'STUDS TERKEL'

CHICAGO'S "WAX MUSEUM"

**GREETINGS FROM** 

**TELEVISION** LAUDE KIRCHN

**RADIO** 

CHICAGO





course...

we appreciate the hard work of all the people who work on these shows with us, as well as the work of the principals themselves. The same goes for the folks on the regional programs we handle, and our spot accounts, too. Thanks to each and every one of you!

he Staff of

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

MINNEAPOLIS . SAN FRANCISCO . HOLLYWOOD . LOS ANGELES . DETROIT





"Be Good To Yourself"

**NEW YEAR WISH OF** 

# DON MCNEILL

TOASTMASTER OF THE Breakfast Club

16th YEAR

SPONSORED COAST TO COAST

MONDAY THROUGH FRIDAY ABC, 8 to 9 a. m., C. S. T.

SWIFT — PHILCO GENERAL MILLS

SEASON'S GREETINGS FROM



PATSY LEE

HAPPY NEW YEAR



SAM COWLING

"BREAKFAST CLUB"

# THANKS...

TO

THE PRESS • THE RADIO EDITORS • THE BROADCASTERS • THE AMERICAN LEGION • DISABLED AMERICAN VETERANS • AMVETS • THE VETERANS OF FOREIGN WARS • AND THE NATIONAL RETAIL DRY GOODS ASSOC.

**FOR** 

•

MAKING POSSIBLE THE "BIGGEST XMAS PARTY IN THE WORLD" IN OUR 5th ANNUAL DRIVE to "GIVE A GIFT TO A YANK WHO GAVE"

**EDDIE CANTOR** 



Season's Greetings

# MOLLY PICON

**BROADCASTING FOR** MAXWELL HOUSE COFFEE 16th CONSECUTIVE YEAR

Direction: WILLIAM MORRIS AGENCY



# **DWIGHT** WEIST

-ALWAYS NEEDS\_A HAIRCUT-

But he has packaged three television shows that are definitely not long hair.

"FEATURE STORY" "WHERE IS IT" "WHAT'S NEW"

M. C. on "WE THE PEOPLE" for GULF OIL on CBS

WNEW • WN

WNEW • WNEV
EW • WNEW • V
WNEW • WNEV

W · WNEW · V

GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS



ON THE AIR 24 HOURS A DAY

VNEW - WNEW V • WNFW • WI VNEW • WNEW W • WNEW • WI VNEW • WNEW W · WNEW · WI VNEW • WNEW V • WNEW • WI VNEW • WNEW V · WNEW · WI VNEW • WNEW W • WNEW • W VNEW • WNEW W • WNEW • W VNEW • WNEW V • WNEW • WI

WNEW • WN



# **EDDIE CANTOR SHOW**

Sponsored by PABST BLUE RIBBON

# DRAMA!



#### THIS IS YOUR F.B.I

Sponsored by The Equitable Life Assurance Society of the U.S. and Produced by Jerry Devine.

# OPERA!



#### THE METROPOLITAN OPERA **AUDITIONS OF THE AIR** SUNDAY AFTERNOON ABC

Sponsored by Farnsworth Television & Radio Corporation (Makers of Capehart Television Receivers and Phonograph-Radios)

HOLLYWOOD AND NEW YORK

# JIM AMECHE



IN RADIO . . . IN VIDEO . . . IN CHICAGO . .

Season's Greetings



Here's Hoping You "Strike It Rich" in 1949

TOD RUSSELL

# AIR FEATURES, Inc.

WORLD'S LARGEST ADMINISTRATORS OF RADIO PROGRAMS **EXCLUSIVE REPRESENTATIVES OF "HUMMERT SHOWS"** 

-	PROGRAM	SPONSOR	TIME	NETWORK
	AMERICAN ALBUM OF FAMILIAR MUSIC	Sterling Drug Inc.	9:30-10:00 P.M.	NBC-Sunday
	MANHATTAN MERRY-GO-ROUND	Sterling Drug Inc.	9:00-9:30 P.M.	NBC-Sunday
	MYSTERY THEATRE	Sterling Drug Inc.	8:00-8:30 P.M.	CBS-Tuesday
	MR. CHAMELEON	Sterling Drug Inc.	8:00-8.30 P.M.	CBS-Wednesday
	MR. KEEN, TRACER OF LOST PERSONS	Whitehall Pharmacal Co.	8:30-9:00 P.M.	CBS-Thursday
	ROMANCE OF HELEN TRENT	Whitehall Pharmacal Co.	12:30-12:45 P.M.	CBS-MTWTF
	QUR GAL SUNDAY	Whitehall Pharmacal Co.	12:45-1:00 P.M.	CBS-MTWTF
	BACKSTAGE WIFE	Sterling Drug Inc.	4:00-4:15 P.M.	NBC-MTWTF
	STELLA DALLAS	Sterling Drug Inc.	4:15-4:30 P.M.	NBC-MTWTF
	LORENZO JONES	Sterling Drug Inc.	4:30-4:45 P.M.	NBC-MTWTF
	YOUNG WIDDER BROWN	Sterling Drug Inc.	4:45-5:00 P.M.	NBC-MTWTF
	JUST PLAIN BILL	Whitehall Pharmacal Co.	5:30-5:45 P.M.	NBC-MTWTF
	FRONT PAGE FARRELL	Whitehall Pharmacal Co.	5:45-6:00 P.M.	NBC-MTWTF

Above Programs Sponsored by Clients of Dancer-Fitzgerald-Sample, Inc.

LORA LAWTON

B. T. Babbitt, Inc.

11:45-12:00 NOON

NBC-MTWTF

DAVID HARUM

B. T. Babbitt, Inc.

3:00-3:15 P.M.

CBS-MTWTF

Above Programs Sponsored by Client of Duane Jones Company, Inc.

All the Above Shows Are Written and Produced Under the Supervision of FRANK AND ANNE HUMMERT



# EDDIE CANTOR SHOW

Sponsored by PABST BLUE RIBBON

DRAMA!



# THIS IS YOUR F.B.I.

Sponsored by The Equitable Life Assurance Society of the U.S. and Produced by Jerry Devine.

OPERA!



# THE METROPOLITAN OPERA AUDITIONS OF THE AIR SUNDAY AFTERNOON A B C

Sponsored by Farnsworth Television & Radio Corporation (Makers of Capehart Television Receivers and Phonograph-Radios)

Harwick and Legler , Inc.

HOLLYWOOD AND NEW YORK

# JIM AMECHE



IN RADIO . . .
IN VIDEO . . .
IN CHICAGO . .

Season's Greetings



Here's Hoping You "Strike It Rich" In 1949

TOD RUSSELL

# AIR FEATURES, Inc.

# WORLD'S LARGEST ADMINISTRATORS OF RADIO PROGRAMS EXCLUSIVE REPRESENTATIVES OF "HUMMERT SHOWS"

PROGRAM	SPONSOR	TIME	NETWORK
AMERICAN ALBUM OF FAMILIAR MUSIC	Sterling Drug Inc.	9:30-10:00 P.M.	NBC-Sunday
MANHATTAN MERRY-GO-ROUND	Sterling Drug Inc.	9:00-9:30 P.M.	NBC-Sunday
MYSTERY THEATRE	Sterling Drug Inc.	8:00-8:30 P.M.	CBS-Tuesday
MR. CHAMELEON	Sterling Drug Inc.	8:00-8:30 P.M.	CBS-Wednesday
MR. KEEN, TRACER OF LOST PERSONS	Whitehall Pharmacal Co.	8:30-9:00 P.M.	CBS-Thursday
ROMANCE OF HELEN TRENT	Whitehall Pharmacal Co.	12:30-12:45 P.M.	CBS-MTWTF
QUR GAL SUNDAY	Whitehall Pharmacal Co.	12:45-1:00 P.M.	CBS-MTWTF
BACKSTAGE WIFE	Sterling Drug Inc.	4:00-4:15 P.M.	NBC-MTWTF
STELLA DALLAS	Sterling Drug Inc.	4:15-4:30 P.M.	NBC-MTWTF
LORENZO JONES	Sterling Drug Inc.	4:30-4:45 P.M.	NBC-MTWTF
YOUNG WIDDER BROWN	Sterling Drug Inc.	4:45-5:00 P.M.	NBC-MTWTF
JUST PLAIN BILL	Whitehall Pharmacal Co.	5:30-5:45 P.M.	NBC-MTWTF
FRONT PAGE FARRELL	Whitehall Pharmacal Co.	5:45-6:00 P.M.	NBC-MTWTF

Above Programs Sponsored by Clients of Dancer-Fitzgerald-Sample, Inc.

LORA LAWTON B. T. Babbitt, Inc. 11:45-12:00 NOON NBC-MTWTF

DAVID HARUM B. T. Babbitt, Inc. 3:00-3:15 P.M. CBS-MTWTF

Above Programs Sponsored by Client of Duane Jones Company, Inc.

All the Above Shows Are Written and Produced
Under the Supervision of
FRANK AND ANNE HUMMERT

146



MARTIN BLOCK

# "MAKE BELIEVE BALLROOM"

WNEW - New York

31/2 Hours Daily Starting 15th Year

# "CHESTERFIELD SUPPER CLUB"

N.B.C.

Starting 5th Year



# **ANCER** ITZGERALD SAMPLE, INC.

# Radio and Television

\* \* \* \* \* \* \* \* \* \* \* \*

### DAYTIME PROGRAMS

BACKSTAGE WIFE\* BETTY CROCKER MAGAZINE OF THE AIRT BRIDE AND GROOM FRONT PAGE FARRELL\* JUST PLAIN BILL\* LIGHT OF THE WORLD? LORENZO JONES\* MA PERKINS (CBS)† MA PERKINS (NBC)† **OUR GAL SUNDAY\*** ROMANCE OF HELEN TRENT\* STELLA DALLAS\* THE BRIGHTER DAYT YOUNG WIDDER BROWN\* ZEKE MANNERST

### NIGHTTIME PROGRAMS

AMERICAN ALBUM OF FAMILAR MUSIC\* **BEULAH**† MANHATTAN MERRY-GO-ROUND\* MR. CHAMELEON\* MR. KEEN\* MUSIC FROM THE HEART OF AMERICAT MYSTERY THEATER\* THE LONE RANGERT THE JACK SMITH SHOWT

### **TELEVISION PROGRAMS**

FALSTAFE SPORTS! MARY KAY AND JOHNNYT OKAY MOTHER SMALL FRY CLUB†



\* A Frank and Anne Hummert Production † Show Productions, Inc.

### Season's Greetings

# BOB HOPE

# JAY SIMS Speaking...

\*for MOTION PICTURES

**Exclusive World News Commentator For** 

### **NEWS OF THE DAY**

An M-G-M Release 104 Issues Each Year

Film Shorts

**Commercial Films** 

### \*for RADIO

HIT PARADE JACK BENNY ANDRE KOSTELANETZ

### \*for TELEVISION

LS/MFT!

### \*for TRANSCRIPTIONS

SAMUEL GOLDWYN AMERICAN AIRLINES METRO-GOLDWYN-MAYER REPUBLIC PICTURES

Management - MARTIN GOODMAN



### with the best in TV films ...

NOW ... serving 95% of all TV stations daily.

Our sponsors include: Philco Dealers, R.C.A. Victor Distributors, Fischer Baking Co., General Foods, Leafmint

"The Man from Scotland Yard". New television film mystery series. First 13 now available.

We serve you with the largest TV film library in the industry.

Send for our illustrated film lists



# **BILL SLATER**

### **FREELANCE**

Radio Television Recordings

147 East 50th Street New York 22, N. Y.







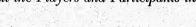








A Sincere "Well Done" to all the Players and Participants in





AND



Both productions under the supervision of Kenyon & Eckhardt Inc.









THE FORD THEATER

9:00 P.M. (EST) Fridays

CBS



MARC DANIELS	è		•	•	•	•	٠	Director
CY FEUER	٠		•	C	om	pos	er-(	Conductor
SAMUEL LEVE	į,							Settings
NELSON CASE	·						A	nnouncer

THE FORD TELEVISION THEATER

7:30 P.M. (EST) Sundays (once a month)

CBS-TV

























# WORLD VIDEO

ON THREE MAJOR NETWORKS!

ACTORS' STUDIO

-ABC, Sunday, 8:30-9:00 P.M. (Live).

RIDDLE ME THIS

—CBS, Sunday, 8:30-9:00 P.M. (Live).
Sponsored by GENERAL ELECTRIC

FLOOR SHOW

—NBC, Saturday, 8:30-9:00 P.M. (Live).
Starring EDDIE CONDON and GUEST ARTISTS

PARIS CAVALCADE OF FASHION

-NBC, Thursday, 7:15-7:30 (Film).
Starring FAYE EMERSON

WORLD VIDEO, INC.

718 MADISON AVE. NEW YORK 21, N. Y. REGENT 4-6615

PARIS - - - - - - LONDON





Over 73,000 people a day see this KQV spectacular on one of the busiest corners in downtown Pittsburgh. This steady, round-the-clock, round-the-calendar effort pays off in ratings . . . ratings than make KQV one of the country's outstanding stations for local and national spot revenue.

KQV

PITTSBURGH'S AGGRESSIVE
RADIO STATION
Basic Mutual Network • Nat'l Reus. WEED & CO.

JOHNNY OLSEN . . . RADIO-STAGE-TELEVISION . . . JOHNN SEN . . . RADIO-STAGE-TELEVISION . . . JOHNNY OLSEN GE-TELEVISION . . . JOHNNY OLSEN . . . RADIO-STAGE-TE ADIO-STAGE-TELEVISION . . . JOHNNY OLSEN . . . RADIO-NNY OLSEN . . . RADIO-STAGE-TELEVISION . . . JOHNNY O VISION . . . JOHNNY OLSEN . . . RADIO-STAGE-TELEVISI JOHNNY OLSEN . . . RADIO-STAGE-TELEVISION . . . JOHNN SEN . . . RADIO-STAGE-TELEVISION . JOHNNY OLSEN GE-TELEVISION . . . JOHNNY RADIO-STAGE-TE Best Wishes ADIO-STAGE-TELEVISION IN . . . RADIO-NNY OLSEN . . . JOHNNY O VISION E-TELEVIST FOR THE SEASON . . JOHNN JOHNN'S Y OLSEN GE-TELEV AGE-TE ADIO-STAG . RADIO-NNY OLSEN . ISION . . . JOHNNY O VISION . . . . RADIO-STAGE-TELEVISI JOHNNY OLSEN 10-STAGE-TELEVISION . . . JOHNN SEN . . . RADIO-STAGE-TELEVISION . . . JOHNNY OLSEN GE-TELEVISION . . . JOHNNY OLSEN . . . RADIO-STAGE-TE ADIO-STAGE-TELEVISION . . . JOHNNY OLSEN . . . RADIO-NNY OLSEN . . . RADIO-STAGE-TELEVISION . . . JOHNNY O VISION . . . JOHNNY OLSEN . . . RADIO-STAGE-TELEVISI JOHNNY OLSEN . . . RADIO-STAGE-TELEVISION . . . JOHNN SEN . . . RADIO-STAGE-TELEVISION . . . JOHNNY OLSEN GE-TELEVISION . . . JOHNNY OLSEN . . . RADIO-STAGE-TE ADIO-STAGE-TELEVISION . . . JOHNNY OLSEN . . . RADIO-NNY OLSEN . . . RADIO-STAGE-TELEVISION . . . JOHNNY O



LOVE AND KISSES

EDGAR and CHARLIE

# JOHN REED KING

Master of Ceremony

"GIVE AND TAKE"

SATURDAYS-CBS

"MISSUS GOES A-SHOPPING"

MONDAY THRU SATURDAY-CBS

"GO FOR THE HOUSE"

SUNDAYS-ABC

"THREE'S A CROWD"

SATURDAYS-WOR

# **JACK** MILLER

**Musical Director** 

THE ALDRICH FAMILY

Thursdays 8:00-8:30 P.M., EST

NBC

Top Talent!

Bill Stern **Mary Anderson** Patricia Bright Harriet Van Horne Vinton Havworth

Top Writers!

Alton Alexander **Bernard Dougal** Priscilla Kent Mort Lewis Larry Markes

Top TV Shows!

Hollywood Screen Test Starring **Neil Hamilton** 

WJZ-TV ABC-TV Network Sunday, 8-8:30 P.M.

Tales of The Red Caboose Sponsored by

Lionel Trains WJZ-TV ABC-TV Network Friday, 7:30-7:45 P.M.

In Preparation:

**Ghost in the House** Starring

**Mary Anderson** 

Tops In Radio And Television

# ASSOCIATES

1 Christopher Street New York 14, N. Y. WAtkins 4-8582

Congratulations VARIETY

### HARRICE

### ANNOUNCING

Walter Winchell Sherlock Holmes The Thin Man Meet the Boss Quick as a Flash William L. Shirer Portia Faces Life What Makes You Tick Music by

# HANK SYLVER

CONDUCTOR

COMPOSER

**BOB HAWK SHOW** MOREY AMSTERDAM SHOW BOSTON BLACKIE STRIKE IT RICH

M-G-M TRANSCRIBED FEATURES SAM GOLDWYN TRANSCRIPTIONS NICK CARTER PHILO VANCE

REPUBLIC PICTURES Spot Announcements MYSTERIOUS TRAVELER

CALLING ALL GIRLS

THIS IS OUR CAUSE

BREAK THE BANK ARTHUR GODFREY TALENT SCOUTS

ARTHUR GODEREY TIME



Personal Management: TED ASHLEY Direction: WILLIAM MORRIS AGENCY

Public Relations: SID BAKAL CONDUCTOR · COMPOSER · ARRANGER



7:00 - 7:15 P.M. NBC

Coast to Coast

for COLUMBIA RECORDS

# MITCHELL AYRES



### A MILLION THANKS TO ...



THE NEW YORK YANKEES For the Privilege of Airing Their Baseball and Football Games

### THE GILLETTE SAFETY RAZOR CO.

For the World Series (MBS) All-Star Game (MBS) Rose Bowl (CBS) Army-Navy (MBS)

### BALLANTINE ALE AND BEER

For Yankee Baseball and Football (WINS) - WOR - FM

### WHITE OWL CIGARS

Yankee Baseball Games (WINS) - WOR - FM White Owl Smoker (NBC)

### CHESTERFIELD CIGARETTES

Football Television (CBS)

### CAMEL CIGARETTES

Basketball (CBS)

### **FOX MOVIETONE NEWS**

Sports Reel

# MEL ALLEN



Progress can mean a lot of things in a year's time. New studios—new programs—new business—new technical facilities—even magical new call letters are all part of the past year's advancements for WMGM, the Metro-Goldwyn-Mayer radio station in New York.



The station which has always catered to New York's particular program tastes, with top sports coverage, dominant news reporting, and delightful entertainment around the clock, has added bright new shows—sparkling audience participation shows and many other distinctive features from WMGM's new million-dollar Fifth Avenue studios, plus a parade of showmanship from Metro-Goldwyn-Mayer in Hollywood.



Proven (by Billboard Radio Promotion Awards for the past two successive years) the pace-setter in promoting radio programs and the products they advertise right up to the point-of-purchase, WMGM played true-to-form in telling the world about its new studios and new call letters—in the press and over the air, on the screen and everywhere!



Already one of the nation's top-powered stations, WMGM has improved its technical leadership over competing stations through all-new, higher-fidelity input equipment throughout, through acoustically-perfected studios, lending sharp new brilliance of signal over the most populous, most prosperous market on earth. Duplication of programs on WMGM-FM, too, now gives WMGM advertisers redoubled impact in the New York area.



Two hundred thirty-seven advertisers have chosen WMGM for their broadcast campaigns during the past year. Most of them—and many new ones—are continuing right on through 1949. Only results can bring them back like that—results in terms of listeners, or in terms of mail pull, or, most important, in cash sales of the products you want to sell.

Yes, in New York, the progressive station, the well-programmed, the promotion-wise, the preferred station is the powerful WMGM.



50,000 WATTS 1050 KCS. CLEAR CHANNEL WMGM-FM 100.3 MC.

711 FIFTH AVENUE MURRAY HILL 8-1000



### GEORGE and GRACIE

"The People Who Live in the Burns House"

On the air again for

### MAXWELL HOUSE COFFEE

Thursday Evenings Over NBC 8:30 EASTERN STANDARD TIME

Written by Paul Henning and Keith Fowler



Season's **Greetings TO ALL MY FRIENDS** 

# JACK SHAINDLIN

Musical Direction

# MOTION PICTURES

"ROOSEVELT STORY" (United Artists) "CHINDI"

(Metro-Goldwyn-Mayer) "WHISPERING CITY" (Eagle Lion) SHORTS

March of Time Columbia Shorts Universal Shorts Universal News

### RADIO

LANGWORTH TRANSCRIPTIONS (600 Stations)

### CONCERT

Carnegie Pop Symphony May 4th (All-Gershwin Program) June 5th (Set New Attendance Record)

### TELEVISION

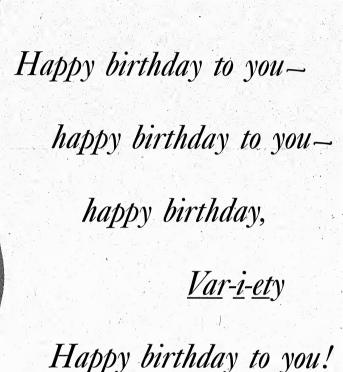
WNBT

OLDSMOBILE GENERAL ELECTRIC DISNEY HATS

Musical Advisor to 20TH CENTURY-FOX TELEVISION PRODUCTIONS

FOX-MOVIETONE STUDIOS

NEW YORK CITY



(43rd that is, from Foote, Cone & Belding)

**BEST WISHES** 

TO



ON ITS

43rd ANNIVERSARY



# HARRY WISMER

Director of Sports

AMERICAN BROADCASTING COMPANY

People Say WCFL, The Voice of Labor, in CHICAGO is

# ONE GRAND STATION

... not only because it is 1000 on the dial, but also because it's ONE GRAND STATION for Power-50,000 Wattsfor Programming, and for a big PLUS in listener loyalty.

"AT YOUR REQUEST"

## ROSEMARY WAYNE

"The Gal Who Makes the Hits!"



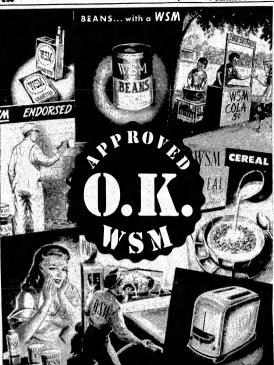
WJJD • WAIT • CHICAGO

Personal Management: SAM DI CARA

"IT'S A BIG. WIDE. WONDERFUL WORLD"

ALICE PEARCE JOHN ROX

GARRY MOORE



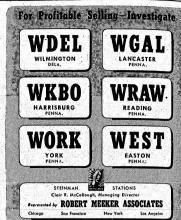
The borderline between competitive items is often mighty slim. But not WSM promoted goods. They carry a strong stamp of approval. You can't see it, but you can sure feel it in sales. Because the WSM audience believes in WSM, hence in what is WSM-advertised.

Since 1925, WSM has carefully and painstakingly built this acceptance.

It has grown into a power of far more importance to advertisers than our 50,000 watts, our clear channel or our audience of millions.



MARRY STONE, Son. Mgr. - IRVING WAUGH, Com. Mgr. - EBWARD PETRY & CO., National Rop. 58,888 WATTS - CALAR CHANNEL - 658 KILOCYCLES - NRC APPILIATE



THE MAN OF A THOUSAND NIGHTS ...

# JERRY SAXON

WIND

CHICAGO'S "NIGHTWATCH" VOICE

S	PAUL	G	
E		R	
A	BARNES	E	
S	DAILILO	E	
-	Announcer, Narrator,	T	
0	Actor	. T	
N	Creating All Characters on	Ň	
,	"Calling All Detectives"	G	
S	WGN	S	
l v	Chicago		

GREETINGS

CHICAGO RADIO COUNCIL

STATION WBEZ F.M. - 91.5 m.c.

GEORGE JENNINGS - Director

### STOP THE MUSIC'S

policy

is still in force

-deliver

the listeners

. . . more

every week,

week after week



# Want to catch the "hep" crowd?

### HOP THE CFRB BANDWAGON!

When it comes to providing lively programs that keep the customers happy, CFRB is right in there pitching!

Take "Club Crosby" for instance — Bing's smooth crooming on this new Saturday afternoon show is keeping the kids hanging over their radios.

Then there's Wally Crouter's "Top o' the Morning" program—it's the first thing listeners reach for when they stumble out of bed in the morning.

Bill Kemp dishes out hot music and bright chatter on his twice-daily "Kemp Calling" and what Bill doesn't know about hot music isn't worth knowing. You won't need a second look at the program ratings of these shows to know they have what it takes to please a large group of listeners.

The Crosby, Crouter and Kemp shows, with their wide appeal to the younger crowd and to women in the home, represent just one phase of CFRB's belanced programming. CFRB reaches a larger and more varied audience than any other station in Ontario. So no matter what type of listener you wish to reach, CFRB is unquestionably your No. 1 radio advertising buy in Canada's No. 1 market!

CFRB ONTARIO'S FAVOURITE RADIO STATION

Representatives—United States: Adam J. Young Jr. Inc. Canada: All-Canada Radio Facilities Ltd.



How Shelley would have loved us! He dreamed of some world far from ours, where music and moonlight and feeling are one." And today, to find that world, he would have only to turn the dial of his radio to WOXR and WOXR-FM. That's what more than half a million New York families do every day. And they keep their dials glued so constantly to WOXR and WOXR-FM, no other stations can reach them so effectively. Choice families, these are ... who love good things as they love good music, and can afford to buy them. Advertisers know them as one of the choicest markets within this biggest of all markets. Let us show you how to mix music and moonlight and feeling



RADIO STATIONS OF THE NEW YORK TIMES

### JIM CAMPBELI

CBS, Chicago

Radio Films Recordings

Best Wishes to VARIETY

# DAN SEYMOUR

# DAVE GARROWAY

LISTENER'S FAVORITE DISK JOCKEY
DISK JOCKS FAVORITE DISK JOCKEY

1948 RADIÓ MIRROR POLL 1948 BILLBOARD POLL PEACE NBC SUNDAY





Wednesday, January 5, 1949

**GREETINGS** 

# JACK BARRY

"JUVENILE JURY"
"LIFE BEGINS AT 80"

### ON TV

### FROM COAST TO COAST

Films Made Especially for Television From the Studios of

### BAY STATE FILM PRODUCTIONS, INC.

STUDIOS AND LABORATORIES IN

BOSTON
Tel.
Hancock 6-8904

SPRINGFIELD Tel. NEW YORK Tel. HA. 9-4955

### Remember the story about...



Fulton's steam boat that grew into



the big ocean liner?

The huge beauties that rush across the Atlantic today are a far cry from the modest little steamboat that first churned up the Hudson River. So is today's W-W-D-C in Washington a far cry from the W-W-D-C of a few years ago. Today, on both AM and FM, your sales message over W-W-D-C sails out like a mighty ocean liner. Get the full story from your Forjoe man today.



Season's Greetings

### **4 SHADES OF RHYTHM**

Radio, Television and Recording Artists

# A Boffo Combo

JACKIE AND EDDIE

TELE-CHROMATIC"
MAKE-UP

CHESTERFIELD ABC CLUB
ABC NETWORK
ABC TELEVISION

HUBBARD

## The D. C. Independent

REPRESENTED NATIONALLY BY FORJOE & COMPANY

# "IT'S YOUR LIFE"

WRITTEN AND PRODUCED BY THE PEOPLE OF CHICAGO

TECHNICAL AIDS:

JOHNSON & JOHNSON
YOUNG & RUBICAM
WMAQ — II.15 A.M., MON.-FRI.
CHICAGO. INDUSTRIAL HEALTH ASSOC.

ASSISTANT PRODUCERS: BEN PARK DON HERBERT TONY PARRISH JOHN LEONARD MOLLYBELLE SLOBE -Named by New York Radio and Television Critics as 1948's-

# OUTSTANDING TELEVISION PERSONALITY Dennis James

5 days a week WABD, New York 1:00-1:30 p.m. starring in his own show

# "Okay Mother"

Sponsored by Sterling Drug, Inc.

(BAYER ASPIRIN - PHILLIPS' MILK OF MACNESIA - LYONS TOOTHPASTE)



# JACK CARSON

**CBS-FRIDAY EVENINGS** 

SANKA COFFEE SHOW

For

**GENERAL FOODS** 

Thanks for all the help, kids,

# **BOB POOLE**

WOR

RECENTLY FEATURED ON "GLORIA SWANSON HOUR," "WENDY BARRIE SHOW," NBC'S "SATURDAY JAMBOREE," ETC. TELEVISION'S NEWEST DISCOVERY

# **RONALD ROGERS**

MUSICAL COMEDY BARITONE

Currently: GAIETY THEATRE, MONTREAL Alsa Cafes, Radia Mgmt.: Phil Offin, 48 W. 48th St., New York City TO VARIETY

and to

everybody a great year

in '49

Linn Burton

In Chicago

### ERNIE SIMON

is without a doubt . . .



Televisian WRKR

MIJD

1:30 to 2:30
"MAN ON THE STREET"
10:15 to 11:30

Man. Nru Fri.
"CURB STONE CUT-UP!
7:30 P.M. Wed.
"ERNIE SIMON'S
Daffy Derby"

CONGRATULATIONS, VARIETY

# TOMMY BARTLETT

"WELCOME TRAVELERS"-ABC

### SEASON'S GREETINGS FROM

### LANNY and GINGER GREY

TELEVISION
"Mail-a-vision"
Friday Evenings
7:45-8 P.M.
WABD
No. 5

"JINGLES . . . that don't jangle" Marlin Blades

. . . that don't jangle"
Marlin Blades
Adam Hats, Minute Maid
Orange Juice, Etc.
Write for List

RADIO Singing "Mr. and Mrs. Breakfast Program" Mons. thru Sats. 8:00-8:30 A.M.

LANNY and GINGER GREY-1350 Madison Ave., New York 28

Charles "Bud" Dant

MUSICAL DIRECTOR

FOR

JUDY CANOVA PROGRAM

AND

"A DAY IN THE LIFE OF DENNIS DAY"

First it was... WABD NEW YORK'S WINDOW ON THE WORLD

NEXT it was... WTTG WASHINGTON'S WINDOW ON THE WORLD

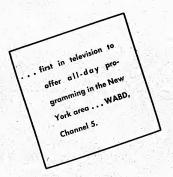
**AND NOW** (January 12, 1949) it's

# 

PITTSBURGH'S WINDOW ON THE WORLD

Pioneer station linking the East Coast and Mid-West networks! All Owned and Operated by

> OUMIN **TELEVISION NETWORK**



# Congratulations From

# "THE MOTHER OF SOAP OPERAS"

\* Nate Gross In "Town Tattler" Column, Chicago Herald-American

### It Can Happen to You, Too

after a while you land another shakes again, and ... you don't can like the first at WCILF, as "set the 50s. The other rom wine, but the rope of the role of the rom wine, with no pay, but experience, which you do get a job as emergency with no pay, but experience, which you will be means that you'll work part time when someone is sick or goes on vacatively and the pay of the pay of

trading, and you keep improving the your sets job, ther pay on a diet wery day.

After three months, you set station, and an fact, and the set of the pay of the pay

Then, comes that day when you do your first job for pay on a big station, and everything goes nicely, so nicely, in fact, that you are called in again, from time to time, whenever you're needed to fill in. That first check, very small, looks are you're earned in radio.

Getting the Works

And that's when you really begin to learn radio. At WNYC, you announce, newscast, spin your own records, write and produce record shows, addib at special events, and so on. The works.

Nine months there, with a pay check every week, and you begin to feel like a real announcer. So far, you've been in radio just a year, always trying to get ahead, taking auditions whenever and

wherever possible, meeting more and more people. Then, you get a lead on a job at the United Nations, and you go out to take their audition, along with some of the top men in radio. You with, and the UN signs you to harrake a coast-becost storage and the control of the country of the country of the coast-becost storage and the UN signs you to harrake a coast-becost storage and the United Nations To-

day. With

One." WCBS-TV.

(And also, parts in soap operas.)

And almost every day, I see directors and producers and take as

can. That's the main thing; see as

many people as you can, and don't
give up, even if the going gets

tough. Don't forget, it can happen to you. Good luck, all, and

Happy New Year.

Unl, Wandering Une
Hollywood.
ABC sports director Harry Wismer had one of those "casual"
guests on his interview program
from here last week. The visitor
from here last week. The visitor
mer hasn't been the same since.
The guest, ex-film star Charles
Farrell, owner of the Raequet Club
at Palm Springs, had his host in a
stew from the start by arriving only
when they seed the start by arriving only
when they seed the seed of the seed of the
and-answer session before the miker.
Farrell was apploaget to Wiser.

Raibourn on Boxoffice

Continued from page 183

Whing room gives her. The day is Lines will have to be memorized, longs and four walls, no natter how charming, will bring on clear togolobia. In the end, the herd institute will prevail.

TV and Tilms

TV and Tilms called "The United Nations Today."

With a coast-to-coast show by a coast-to-coast show what to a coast-to-coast show by a coast-to-coast

Television at home will be a constant reminder to us that we will have to achieve artistic and scientific masterpieces. In the end, television will have done its greates service for the theatre by making the attractions which people were satisfied to stay away from a part of ancient history.

Prince Albert, Sask.—Jackle Cennon has joined CKBI here as production manager. He had been m.c. of an early morning show on CFQC, Saskatoon.

Season's Greetings AND ASSOCIATES

PUBLICITY

21 East Bellvus CHICAGO



"On an Island with You"

Every Friday Nite, 8:30 E.S.T. Mgt.: LOU CLAYTON

# THE HONEY **DREAMERS**

### "SALUTE TO GERSHWIN"

College Inn-Hotel Sherman

Thanks to ERNIE BYFIELD

### AMERICAN BROADCASTING COMPANY

"Naval Air Reserve Show" on Transcription

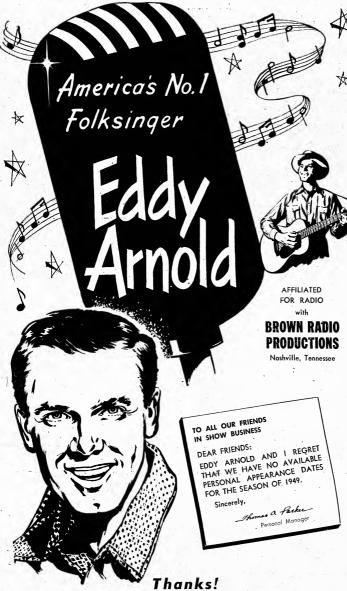
Management: ART WARD



Farrell was apologetic to Wismer
—and the listeners. "I'm sorry,
Harry," he explained, "I forgot
and went over to CBS and then to
Mutual. I didn't realize you're on
NBC."

SEASON'S GREETINGS

# MICHAEL CHIMES



≠ The ↑ Nation's Javorite

PERSONAL APPEARANCES
COAST TO COAST

EXCLUSIVE RCA VICTOR RECORDING ARTIST

AFFILIATED
HILL & RANGE SONGS, INC.
7164 MELROSE AVENUE
HOLLYWOOD 46, CALIFORNIA

LISTEN

TO THE
EDDY ARNOLD SHOW
CHECKERBOARD
JAMBOREE

Mutual Broadcasting System
MONDAY THRU FRIDAY
Sponsored By

Sponsored By RALSTON PURINA CO.



**HEAR** 

EDDY ARNOLD ON THE NATION'S

JUKE BOXES



**READ** 

the story of
EDDY ARNOLD
in the January issue of
"TRUE ROMANCE"
Now on your newsstand



BUY

EDDY ARNOLD RCA-Victor Recording Hits At Your Local Dealer

THE ONE AND ONLY

DUKE OF PADUCAH

OKLAHOMA WRANGLERS

ANNIE LOU AND DANNY

ROY WIGGINS AND GABE TUCKER
OUR PRODUCER—PHIL McHUGH AND "BEVO"

AND A HAPPY NEW YEAR TO OUR PALS AND ASSOCIATES

EXCLUSIVE MANAGEMENT - THOMAS A. PARKER - 4218 SAN PEDRO, TAMPA 9, FLORIDA

**PHONE W 3951** 

# LOUELLA O. PARSONS

19th YEAR IN RADIO

### NOW ON BOTH ABC AND MUTUAL NETWORKS

EVERY SUNDAY NIGHT 52 WEEKS A YEAR

Sponsor

WOODBURY SOAP PRODUCTS

Agency

ROBERT W. ORR & ASSOCIATES, INC.

THIS IS YOUR BROADWAY and HOLLYWOOD REPORTER and RECORDER

### JACK EIGEN

SAYING "MEET ME AT THE COPA"

. . . . AND ON TV "I'M AT DUMONT" THURSDAYS, 7:45 P.M.

SPECIAL TO FRED ALLEN:

### KATHI NORRIS

"YOUR TELEVISION

"TEEN CANTEEN" FOR RADIO AND TV

### RED BENSON

REFRESHINGLY NEW M.C. RED BENSON'S MOVIE MATINEE

MBS-MON, THRU SAT, TAKE A NUMBER EVERY SAT., 5-5:30 P.M. MBS

IN PREPARATION WHAT'S YOUR FUN

. SCOREBOARD

CREATORS AND PRODUCERS of RADIO and TELEVISION PROGRAMS FOR NETWORKS AND COMMERCIAL ADVERTISERS

> RUSS HODGES JACK EIGEN RED BENSON . SHELDON STARK KATHI NORRIS

WILBUR STARK - JERRY LAYTON | Program | Productions

SHOPPER"

10-10:30 A.M., Mon. thru Fri. WABD-TV

CREATOR AND M.C. OF

### RUSS HODGES

. BASEBALL

N. Y. GIANTS PLAY BY PLAY FOR CHESTERFIELD

. FOOTBALL PLAY BY PLAY MUTUAL BROADCASTING SYSTEM

. FIGHTS

BLOW BY BLOW FOR BALLANTINE MBS & CBS-TV

NIGHTLY SPORTS ROUND-UP-DUMONT-TV

# **Kellogg Sponsors** TV Singing Lady

vision following network time ailocation on the east to midwestern coaxial cable is Kellogg, which signed last week to bankroll Ireene Wicker's "Singing Lady" show on 11 ABC-TV stations. Agency is N. W. Ayer,

Agency is N. W. Ayer.
Show has run sustaining in the Sunday 6:30 to 7 slot for the last several months on ABC-TV's east coast web. Now that the network coast web. Now that the network segment on betting the same segment on segment on the same segment on the state of the segment of the segme

'Great Voices' Expands
WOR, N. Y.'s "Great Voices" record show, will be expanded to 63
Mutual web stations, starting Jan.
16. Program is sponsored by the
Radio Art Club of America, which
sells reproductions of famous paintings.

Stanza will be heard on MBS Sundays from 1:45 to 2 p.m. King-er Advertising Corp. is the agency.

### Music in Television

By SAMUEL CHOTZINOFF

At this stage in the development of television, we cannot have an impressive record to joint to in musical production. When any new to the production of the

must in television.

Last spring, when the American Federation of Musicians' han on 
"live" muste in television was lifted, we immediately arranged to 
televise the regular broadcast concert of Arturo Toscannii and the 
NBC Symphony Orchestra. This event, on, March 20, was not only 
historically important, but it was a distinct artistic achievement.

instorically important, but it was a distinct artistic attraction and an advantage and a superior distinct and a superior dist

measure responsible tor the overwheiming success of tuns simutaneous relecant and broadeast.

Since that time, we find the research and the success of the NBC state of the the theorem with Toscanini. The second occasion to televise Toscanini was on April 3, when he performed Beethoven's Thatti Symphony. This gave us a change of steip involving as it did the orchestra, a large chorus and four soloists. This fall, Toscanini's first television appearance took place on Nov. one work and in the other, a chorus and two planos.

Some critics have raised the point that the telecast images sometimes have a tendency to distract attention from the munical performance. This undoubtedly is true. However, it should be pointed on a television screen is still fresh. The average concertgeer does not focus his visual attention on the conductor throughout the performance. He may look at his program or at his neighbors or just close his eyes and look at nothing. Then for a while, he may watch the stage. This movely of television concerts has worn off. However, must in television will reach its true stature only when television develops its own ever program ideas. For this reason, we are not trying to rush things and present each week a repetition of what has already been done.



SEASON'S GREETINGS

# ETHEL COLBY

(MISS HOLLYWOOD)

FOR RKO ON WMCA

SEASON'S GREETINGS

JAMES H. MARTIN, INC

2614 W. North Avenue, Chicago EVerglade 4-6500

# For Hypo to Band Business

a brand new face—one that could help pump fresh blood into the rather pallid kissers the public has been looking at for too many years.

20% tax, the exit of the American Federation of Musicians rule limiting a band financier's return on an investment to 5% of a band's gross, plus some new method of matching figures so that operating costs wouldn't loom so blackly in the light of reduced incomes. All these and some sadly lacking

the light of reduced necumes, these and some saddy-lacking brainwork, too.

That's no short order: But it's that it is not short order. But it's that is no short order. But it's that is not short order in the short of the short order is not short order. The short of the left of the short of the short order is not short order in the short of the short order is no bot excellence from the short of the short order is no bot excellence from the short order is not short order in the short order is not short order in the short order in the short order is not short order in the short order in the short order in the short order is not short order in the short order i

And that's where use becames in.

comes in.

comes in.

in the possible that 1949 will see a return to the promotion processes that occurred during the late '30s and early '40s, when define patterns were followed to bring a band to public attention, papeared. Bookings were laid out on the basis of how much money could be earned at all times, not what they could do tro a band's ruter. That too, was wardenessed to be the proposed to be a some proposed to be a

### The Right Direction

A start in the proper direction has been made. During the past six months the majority of name six months the majority of name meastros have been reducing instrumentation. Led by high-earning leaders who had tax problems, many handleaders jumped instrumentation and states, to 22 and more musicians, plus vocalists. They got buyers accustomed to huge combinations to the point Now, however, most are back to prewar size though costs are still higher due to salary boosts. With costs as low as possible, the bentiers of the point of the point

The Combine Baders of the Manager of the Combine To The Combine Baders of the Combine To Thinking. Her received a considerable amount of mail from cenagers who, heard hig, three-months of consistent broadcasting at his Meadowbrook, Cedar Grove, N. J., found Dorsey's name at the top of the list of bands requested to The Combine To The

But that only strongthens the ef-fect of the prewar pattern. At that time, bands followed a practice of sitting down at broadcast time of the prevent of the prevent of the real pattern of the prevent of the prevent rangement of the prevent of the prevent of one-nighters to take advantage of the inferest generated by a series of one-nighters to take advantage to the inferest generated by a cording promotion squeeze. Then another location, a string of thea-tres, and a start all over again, they starting for totake a rest, but he's starting for totake a rest, but

The band business en imasse the promotion pattern helped the ugo. All it wanted for Xmas masse the promotion pattern helped the ugo. All it wanted for Xmas was to brand new face—one that could help pump fresh blood into the businessmen since the war, that rather pallid kissers the public has neen looking at for too many year. As side gifts, St. Nick might have been—and probably was asked for the ekuniantion of the laws for the ekuniantion of

made it'up again in 10 days following one-nighters.

Others Would Follow
Many leaders say in excuse of avoiding long and prestige building long and the say of the sa

### New Faces Held a Major Need | Corn and Bebop, Plus the Petrillo Ban Marked '48 As a Strange Music Year

Publishers, Major and Minor Record Mfrs. Struggled to Keep Up With Trends

By ABEL GREEN

This was the year of corn and, bebop, the Petrillo ban and ASCAP's big legal setback at the hands of the independent theatre owners. It was the year of folkey owners. It was the year of folkey owners, and the properties of the p

the Arches, "Four Leaf Clover,"
Thus Bird of Happiness."

The Bird of Happiness of Perant
Losses with his "Slow Boat to
China" (nop) and his "Slow Boat to
C

By ABEL GREEN

of the disks for exploitation and read the popularization, the disk fockey assumed greater stature. So much were the eager-beavers in hastenso that on the American Pederathal disk peace has been made for at least five years, prexy James C. Pettillo has his eye on the fact for at least five years, prexy James (C. Pettillo has his eye on the fact for a patient plant into the Ladin and ritish markets. Decea decided to be merchandles a Coral label, in order evenue to the AFM.

Capitol's Year

This was undoubtedly Capitol's year with its success of smash hits, the result either of a stute show wise denied them under its old Decea deal).

market) or happenestance because

Decce deal).

LF Records

Another development was the deal of Cong Playing record the development of the development was the deal of Cong Playing record the development of the developm

Me Kate" (Cole Porters score.

Revivals

Among 'the revivals, besides

Among 'the revivals, besides

Arches' and "Clover," 'Elliett

White Lies," 'Down Among the

Stellering Palmis." 'Id Love to

of Happiness' asserted themselves,

"Palmis" loons particularly strong,

sparked by Sammy Kaye's Victor

"Palmis" loons particularly streng,

sparked by Sammy Kaye's Victor

Palmis" loons particularly streng,

sparked by Sammy Kaye's Victor

Palmis loons particularly streng,

sparked by Sammy Kaye's Victor

Deco. This, like "Oh Johnny,"

was co-authored by Abe Olmy,"

vas co-authored by Abe Olmy,"

yas co-authored by Abe Olmy,

pale of the Metro

Deco. This, like "Oh Johnny,"

yas co-authored by Abe Olmy,

yas co-author

# Let's Sell More Sheet Music!

(Advertising-Publicity Director, Leeds Music)

The other day I was looking over some figures — mathematical, not anatomical. In a chart showing the control of the cover that there were 12,000,000 domiclies with planos. And you could have knocked me over with a be-hop here, when I found that there were 12,500,000 Americans the control of the control of

who play the 88ers.

Twelve and a half million! And the current crop of hits is selling only 300,000 to 400,000 sheets of music. . . Just 3% of the potential market. I thought back to the war years. They were better. Then the smash hits climbed to the million mark. But again, just 100 mark, but again, j

on of the list of hands requested say you doe of his patrons. Of course.

D. had his hit recording of Until" riding fairly high duries.

But that only strengthens the effect of the prevar pattern. At other particular than the state of the prevar pattern. At other patrons of the pa

acquire new interest.

Are a nation's songs less important than its exports and climate? Obviously not Unfortunate-interest of the control of

This text soft of the second o

The other day I was looking over Soto's journeys and discoveries, and the source of th music were taught to every kid en-tering school today, in five years from now, the market for sheet music would be at least twice as-large as it is today. Even if our sales efficiency didn't increase at all, we should then be selling twice as much sheet music as we now sell.

now sell.

This is a problem that no one publisher can solve. But it can be licked through the concerted efforts of all publishers. In truth, we need the power and resources of the entire industry—music dealers, jobbers, teachers, instrument manufacturers as well as publishers.

It is well to bear in mind that, in today's industrial setup, there is competition, not not within an industry but between industries, affilines were competing unsuccessfully against the railroade-Extensive industry-wide promotion ahead at a rocket pace. Now, the railroads are frantically spending millions as an industry to recapture, the traffic they lost to the If must be under the railroad and the result of the resu It is well to bear in mind that,

inthe species of the street of the species of the s

ASCAP ASCAP

If Lindy's is the 10 Downing
Street of Tin Pan Alley, certainly
ASCAP is its Bank of England,
And the Society remains the economic barometer for the entire
music business, not forgetting the
progress that Broadcast 'Music,
Inc. has been making. BMI contimes the hierarchy through the comparable Inc. has been making. BMI con-tinues the biggest bloc comparable to ASCAP, and the radio interests and the radio interests and the same of the same o

SA.000.000.

Other intra-trade problems are set—i.e. the same as in years past. Pluggers and publishers tackle payola problems anew. "will problem as the same as in year past. The only something new that's been added applies to the music been as the same and the same as the same as

### Ex-ASCAP Gen'l Manager Objectively Views Future of the Society, Now Under Legal Attack

By EDWIN CLAUDE MILLS

A hundred and sixty-five years ago, before the formation of the United States of America through a federation of the 13 colonies,

United States of a federation of Massachusett's enacted a Copyright Law, in the preamble of while ringing declarations it. was stated as basic that there is "no property more."



man's own than that which is produced by the labour of his mind."

labour of his mind."
Twelve of the then 13 colonles in 1783) under the same basic concept of recognizing such "property" in the realest sense gave full sanction of law to the exclusive ownership by the creator, all rights in and to such proper all rights in and to such properties, stories, songs (which are bottons in a musical setting), and

works of art.
Long prior to the founding of
the United States of America the
principle of property rights vested
and the creator of an original literary or musical work had been recgnized and sanctioned by the
laws of civilized European nations
—then the world centres of cul-

In troubled 1787, when the Constitution while was to form the basic law of this then infant Federation. of States was written by the founding fathers, acceptance to Congress to from time to time and such awas as would perpetuate the principle of property rights to be vested exclusively in the congress of the congress to from the congress to from time to time and such awas as would perpetuate the principle of property rights to be vested exclusively in the congress of the co

convert to belief and protect this granted rates to the particular works against infringement by unlawful public performance in these tion, substantially lower even thousands of scattered locations. He was hopeless and helpless as in prior to the proposed individual to prior the public performance in the proposed performance in the proposed performance in the proposed performance of the performan

ife was hopeless and helpless as an individual to protect the rights clearly granted him under the law. And, in justice to the projustice of the prohistoneants it must be said that they would have been equally helpless to avoid infringements for the obvious and practical reason that they simply a property of the projustice of the pro
justice of the pro
just

prior to the proposed accessors under licenses running for a long to the control of the control

to the composition of the compos

In troubled 1787, when the Constitution which was to form the basic like of this them indust the basic like of this them industry the founding fathers, incorporated therein was a clause empowers the theorem was a clause empowers the congress to from time to time the time of the congress to from time to time the principle of property rights to be vested exclusively in creators of original literary of the control of the cont

# A Meeting After Death

ties, as a ploneer and extremely efficient society.

As "universal heir" of the assassinated, AKM entered the German STAGMA, managed by Dr. Joseph Brander, AKM entered the German STAGMA, managed by Dr. Joseph German STAGMA, since 1938, will be kept for a longtime in other countries in the countries of the second state over many by the Nazis. Type placed the principles of international unity and justice and affected deeply single people as well as affiliated organizations in their How small was the number of those who still believed in a freedom of the second state of the second s

By ROBERT STOLZ

Vienna.

It was on March 11, 1988, that AKM and I, have Indeed kept it. AKMs and I, have Indeed kept it. AKMs and I, have Indeed kept it. Akms and I have Indeed kept it. Akms and I have Indeed kept it. Akms first in outside the indeed kept it. Akms first in outside I have been here last! Akms first in outside I have been here last! Akms first in their eyes these words. It would have been but a fifth rate funeral ceremony had not thousands of it. Akms first in the interest in the interest

Emil Oswald's Mission

enjoyed the esteem of all her members as well as all affiliated on extremely efficient society.

As "universal heir" of the assassinated, AKM entered the German As "universal heir" of the assassinated, AKM entered the German STACIGMA, managed by Dr. Joseph Liself most objectionable and hated. The Ing 12 or 10 us memory of STAGIMA, single 1936, will be kept laster overrum by the Natis. The placed the principles of interior of the control of the control

### Rise and Decline Of Disk Jockey Empire

By ANDRE BARUCH

Two years ago, disk jockeying cessed being a job and became a highly paid profession. Top method with the profession of the profession of

Johnston at the disk lockey field colony, it's alarming to see how few of the name lockeys have survived. It takes more than a network reputation: any properties of the lockey of the lockey of the lockey have and that's what all of us have been finding out in the past few years. On a successful disk jockey show and that's what all of us have been finding out in the past few years. However, the lockey have learned to to sell the trend, have learned not to sell the and I have made mote of a few majoractices and pitfalis which the aphrase. "We've got a little list." I. One of the rarest commodities Looking at the disk jockey field

disk jockey should avoid. To corn a phrase, "Weve got a little list."

1. One of the rarest commoditiation.

1. One of the rarest commodities can be considered in the rarest commoditia

enigrem only to near the vectum reply that he's a bachelous is the reply that he's a bachelous is the backed of the reply that he's a bachelous is the backed and many of the vector of the programs try to sell bebop music to Guy Lombardo fans and vec versa. Unfortunately, too many jockers pick their records from the according to Guy Lombardo fans and preferences of listeners. We believe that shows should be programmed according to requests, mail or phonet shows should be programmed according to recording ban. Those days when it looked as though the Harmonicats would drop deaf from sheer exhaustion. Now that the sood platters are coming in the good platters are coming in giving listeners anything but the sought they want to hear performed by the artists they prefer.

Telephone and the Medium

### Telephone and the Medium

3. I suppose one of the worst abuses of all is the telephone con-versation. These conversations can be gems of wit and human interest and make wonderful listeding if the jockey can handle people ex-ceptionally well. It's a taxing job to make one end of a phone con-ceptional well of the property of the transport of the property of the pro-tage of the property of the pro-tage of the property salon and are interested in promoting saloon are interested in promoting saloon camaraderie. On our show, we use the phone gimmick occasionally to keep in touch with the listeners and find out what and who they'd like to hear.

drive listeners straight back to soap operas.
Needless to say, not all of the

names who topped aboard the disk jockey bandwagon during the hysterical days back in 46, hore control days back in 46, and the control days have been also been always to the control of t

### Romance Songs Best In Arg.

A cheek-to-cheek vogue is in-spiring new trends in Argentine dance styles and popularizing a chain of intime dance spots along the River Plate coast line, from Buenos Aires down.

the River Plate coast line, from Buenos Aires down.

The riverside dance spots, an ear approach to North American and a proceed to North American specialize in soft, dreamy music the majority use platters, broadcasting them over, public address systems with speakers sprinkled arbors and discreet dining alcoves. These are the spots where the walters have to light matches to read that check—then revive customer than the speaker of the control of the cont

the year round and as popular in winter as in summer.

The retirm of the long skirt and the more feminine trend in specific the second of the long skirt and the second se

Cuoan rhythms forgotten.

For all that the bolero is king of the dance floor in the classier spots, tangos still wewer their spots, tangos still wewer their the spots of the middle and laboring classes foregather, feature the popular tango bands at their weekend sessions.

sions.

The year 1948 has been distinguished for the lack of outstanding new hit Lunes. There has been nothing like the craze that hit Buenos Aires in 1946 for "Symbours of the lack of t

### Brunis Setting Up

Own N. Y. Jazz Spot Georg Brunis, jazz trombonist, who has been working with Eddie Condon's group at the latter's own New York club, is setting up his own jazz spot, Brunis broke away from the Condon group last weard is taking a site above Stuyvesant Hall, N. Y.
He'll use a six-piece jazz band.

Al Trace orch has been signed by Columbia Records. He's the maestro who hit solidly last year on the Regent label with "You Call Everybody Darling," on which he was co-writer.

### Tele, LP Expected to Have Big Effect On Sales of Records in the Next Year

By BERNIE WOODS

The coming year promises to be a fasted one for the recording industry. It's every probable in that hope to divine the hip potentialities or limits will not be a fasted one for the recording industry. It's every probable in the simple reason that no one can be supposed to finitials will not be a fasted one arms, and to place three began to feel the slump back in Marchael in the supposed of the s

# This Surprising Song Business

Despite Petrillo, BBC and Other Restrictions International Song Hits Come Through

By REG CONNELLY

This, despite the makeshift from really matters, and whatever the day-to-day planning, of the record trude results, not a year passes companies attemption of the record trude results, not a year passes companies attemption of the participation of the participat

as to the compositions of course. But, whether it be pop tunes, production music, "bop" or classics, it is that great "standard" that really matters, and whatever the trade results, not a year passes without something new and worth while appearing from the creative viewpoint.

Music business has always provided supprises and it was certainly not inconsistent in this song for the tremendous ating the past year. Much has been said in disparagement of the past year. We have been so the past year. Much has been said in the past year. Much has been said the past year. We write the past year. Much has been said the past year. Much has been said the past year. We write the past year. We write the past year. We write the past year. We want to the past year. We want to the past year. We want to the past Disks' Importance

Disks' Importance

Conditions in America provide
proportunities greater than ever before to "get across" quickly to the
public the right interpretation of
diums of discs and jockeys, and
deven more so now post-Petrillo.
With the right interpretation the
right annual result on the way to
entrated exploitation in this way
centrated exploitation in this way
income than a half dozen radio-disk
tunes, and it is curious to note it
twey offen happens numbers becoming hits in England as sheet
music sellers do not have one
Although there are various record
recision of such hits, none achieves
stand-out sales as is generally the
scase in U. S. A., and since the BBC
union gradually to, reduce the
hours of commercial record programs, this medium of drawing atmours of the proper sellers of the control of the
mours of commercial record proparams, this medium of drawing atmours of the proper sellers of the control
may diminish gradually.

Television and Vaudeville

The year which saw television
make such giant strides in Amer-

In the year which saw television make such giant strides in America, relatively little developed in (Continued on page 198)

### 1948 Particularly Trying for ASCAP, Paced by Loss of ITOA Decision; **Need Expressed for Public Relations**

one for the American So

tives and governing board mem-bers, ASCAP apparently will con-tinue to be in trouble, it's stressed.

Anniversary

tinue to be in trouble, it's stressed. It's held too, that many of the Society's difficulties aren't essed by the almest consistin international transport of the stress o

The past year was a particularly of music, they can cause plenty of affairs or refuse to lock horns with trying one for the American Sec expensive trouble.

ASCAP didn't have to be hit so his which has been was hard, some aver. It was hit so hard, some aver. It was hit so hard because a combination that here were the solvent of the so orchestral side. There are many great works now entirely out of print, and it is a point to be greatly deplored. However, we have hopes that the situation will improve in 1949.

### British Music Biz on Even Keel **Despite Varied Disturbances**

By JOHN FIRMAN =

(Managing Director, B. Feldman, Ltd.)

London.

to add that this is a very rare ex Although subjected to a lot of ception, however,

bright note. It was a year of political and economic disturbances, which weren't conducive to good with the new material. He may be perhaps, didn't reach their selling peaks, because of these disturbances. The acute shortage of paper is another example of a peaks, because of these disturbances. The acute shortage of paper is generally, especially on the life of the war.

Such songs as 'Peg o' Manorchestral Side of Manorchestral Side of

Such songs as "Peg o' My Heart," "I Wonder Who's Kissing Her Now," "When You Were Sweet 16," "I'm Looking Over a Four-Leaf Clover" and "Down By He Old Millstream" have all figured prominently among 1948's hits, it is encouraging that these grand old songs are not completely forgotten.

It is gradifying to see that British songs made good showings among the hits of the year, and ally a little sad, and allhough made ween more gradifying to see that the see that two of them." The Tree in the Meadow" and "Now I set he up." their mostalige places, where such huge hits in America. Among the see that the properties of the

passesum and Now 18 the Hour," their nostalgic places.

became such huge hits in Amertica. Among the other top British
nore modern idiom, we find that
songs of the year were "Time May be-bop music has created some inChange," "Somewhere Beyond the
tStats," "Galway Bay," "Shoe-scale. Instrumental albums armaker's Screnade," 'One Upon a

ranged by top line instrumentalists
"I'll Medica for Everysher," with correlatations of the better
all of which have proved good

to work the province of the property of the componymakers."

Althom and "Scalaria to the the componymakers are the province of the pr

known "bop" tunes.
Album and "selection" trade has been steady and healthy throughout the year. This is the "bread and butter" business for the pulsisher, and consequently one pulsisher, and consequently one new ideas. Educational works have also shown a marked sales increase since the war. This is the side of music publishing whose importance cannot be too strongly stressed.

Also, I might mention, with very new locas, admicational works with publisher and the properties of th

### The Peatman Annual Survey of Song Hits with the Largest Radio Audiences

The 35 song hits with the largest ardia audiences are listed below in order of the total ACI points received in the ACI surveys during 1948. (Songs in stage or film productions are indicated. Songs currently active are marked with an asterials. Songs whose activity began on the ACI surveys during the fall of 1947 are noted by the 1947 date.) Number Of

	Total ACI	Weeks In		
Rar	k Points		Song Title Production	Publisher
. 1	28,711	31	Now Is the Hour	Leeds
2	23,472	23	But Beautiful (Road To Rio)	BurkeVH
3	22,543		*A Tree In the Meadow	Shaniro-B
4	20,368	14	*Buttons and Bows' (Paleface)	Famous
5	20.230	34	It's Magic(Romance on His	gh Seas) Witmark
6	20,158	24	I'm Looking Over Four Leaf Clover	Remick
. 7	18,736	27 -	Haunted Heart	Williamson
8	16,491	18	Manana	Barbour
9	16.070	20	Beg Your Pardon	Robbins
10	15,682	23	*You Call Everybody Darling	Mayfair
11	15.096		Ballerina (1947)	Jefferson
12	14.793	15	*On a Slow Boat To China	Melrose
13	14.362	26	You Were Meant For Me(You Were Mean	nt For Me) Miller
14	14,326	15	Golden Earrings (1947)	e) Paramount
15	14.084		Love Somebody	Kramer-W
16	14.059	.24	*Maybe You'll Be There	Triangle
17	13.886	19	*You Were Only Fooling	Shanira-R
18	13,826	21	Baby Face	Remick
19	13,579	17	Serenade Of the Belis (1947)	Melrose
20	13,491	21	*Hair Of Gold, Eyes Of Blue	Robert
21	13,463		Nature Roy	Burke-VII
22	13.267	21	Dickey-Bird Song (Three Daring D	aughters) Robbins
23	13,016	24	Best Things In Life Are Free (1947) (Good News)	Crawford ·
24	12,829	21	*Cuarto Le Gusta	Southern
25	12,473		Tell Me a Story	Laurel
26	12,219	12	I'll Dance At Your Wedding (1947)	Ceo Simon
27	12.217		What'll I Do (1947)	Rerlin
28	12,193	23	*Ev'ry Day I Love You Two Guys Fron	Toyas) Harme
29	12.195	12	*My Darling, My Darling(Where's Charley	v) E H Morris
30	12.046	16	Laroo, Laroo, Lilli Bolero	Shaniro-R
31	11,482		You Can't Be True Dear	Riltmore
32	11.476		Little White Lies	RVC
33	11.433		Toolie Oolie Doolie	C V Harris
34	11.365		Sabre Dance(Gayne Ballet) .	Leade
35	11,298		I May Be Wrong (1947) (Wallflower)	Advanced

### TOD 40 CHEET CELLEDS

10r 40 SHEET SELLERS	
Song Writers	Publishers
Now Is the Hour (Maewa Kaihan-Clement Scott-Dorothy Stewart) T.	ande
A Tree in the Meadow (Billy Reid) Si My Happiness (Betty Peterson-Borney Bergantine) B	haniro-R
My Happiness (Betty Peterson-Borney Bergantine) B	lasco
You Can't Be True, Dear	iltmore
I'm Looking Over a Four-Leaf Clover (Harry Woods-Mort Dixon)	emick
You Call Everybody Darling Ben Trace-Sam Martin-Clem Watts)	oufoir
It's Marie! (Sammy Cahn-Jule Styne)	Titmo a mile
Nature Roy (Eden Abber)	conten TOTA
Buttons and Bows	amous
Dickey Bird Song Sammy Fain-Howard Dietz	obbine
Woody Woodpecker Song	eeds :
Manana (Dave Barbour-Peggy Lee) C	riterion'
On a Slow Boat to China (Frank Loesser)	felrose
Bcg Your Pardon Francis Craig-Beasley Smith) P	obbine
Little White Lies (Walter Donaldson) B	VC
Hair of Gold(Sunny Skylar)	obert
Toolie Oolie Doolie	K Harrie
Maybe You'll Be There Rube Bloom-Sammy Gallop)	riangle
Love Somebody	ramer-W
Baby Face (Benny Davis-Harry Akst) R	emick
My Darling, My Darling* (Frank Loesser)	orris
Bluebird of Happiness Edward Heyman-Harry Parr Davies-Sandor Harmanti). T.	B. Harms
You Were Only Fooling (Billy Faber-Larry Foline-Fred Meadows)	hapiro-B
Put 'Em in a Box', (Sammy Cahn-Jule Styne)	amial:
My Two Front Teeth	itmark
Cuanto Le Gusta†	eer-Inter
A Little Bird Told Me (Harvey Brooks)	
Lavender Blue 1	untly Tore
Until Jack Fulton-Bob Crosby-Hunter Kahler) D	ornert Dune
Galway Bay (Dr. Arthur Colahan-Michael Donovan) L	eeds .
* Legit musical. † Filmusical.	

# **Favorite Standards for 1948**

money-makers.

Of the latter titles, one is a good example of a "natural." The song was "Galway Bay," and it sprang to top position almost overnight and stayed there for many weeks. Also, I might mention, with very little plugging support.

(Peatman Annual Survey)

(The 35 standards with the Largest Radio Audiences are Listed Below in Order of the Total ACI Points in the ACI Surveys During 1948.)

			Number	01
	1	Total	Weeks I	n .
-	100	ACI	ACI	
	Rank	Points	Survey	Song Title Publisher
	1 :	6.633	7	White Christmas Berlin
2	2	6,600	28	Begin the Beguine
	3	5.253	22	Blue Skies Berlin
	4	4.974	19	Just One of Those Things Harms
	5	4.949	20	Tea For Two
	6	4.521	19	Tea For Two
	7	4.244	18	Embraceable You
	8	3.838	6	Winter Wonderland BVC
	9	3.214	4	Santa Claus Is Comin' To Town. Feist
	10	3.151	- 13	All the Things You Are Chappell
	11 .	3.148	2	Easter Parade Berlin
	12	3:133	-12	Somebody Loves Me
	13	3.104	15	What Is This Thing Called Love Harms
5	14	2.904	5	Great Day
	15	2.875	7	Ol' Man River T. B. Harms
	16	2.709	11'	Falling In Love With Love Chappell
	17	2.648	9	Smoke Gets In Your Eyes T. B. Harms
	18	2.586	10	I Know That You Know Harms
	19	2.519	12	Where Or When T. B. Harms
	20	2.473	10	Temptation
	21	2.339	3	Christmas SongBurke-VH
	22	2.155	11	Night and Day
	23	2.054	10	I Get a Kick Out of You Harms
	24	2.042	12	AlwaysBerlin
	25	2.033	9	Brazil Southern
	26	1.954	6	Alexander's Ragtime Band Berlin
	27	1.884	10	Dancing in the Dark Harms
	28	1.814	7	'Liza
	29	1.813	12	Stardust
	30	1.809	8	Over the Rainbow Feist
	31	1.685	7	My Blue Heaven Feist
	32	1.635	6	Summertime
	33	1.629	6	Because
	34	1,623	8	Body and Soul
	35	1.591	2	Take Me Out to the Ball Game . Broadway
	7-	-1-01		Author and Out to the Dall Game. Droadwest

# INKING PERFECTLY THE ARTIST SSOCIATE

# OKING

JOE GLASER President

CHARLES YATES Vice President

Associates FRANCES CHURCH BOBBY PHILLIPS GEORGE WALKER JAMES TYSON BERT BLOCK JOE MUSSE ROR RUNDY LARRY GENGO OSCAR COHEN

ORATION

745 Fifth Avenus, New York \$7 N. Y PLaza 9-4600

BEVERLY HILLS

Magraninė Floor, Beverly Wilshirk Hotel MILT DEUTSCH Monager

CHICAGO

203 No. Wabash FRED WILLIAMSON

Vice President and Manage

1



New Hits for the New Year!

# AMELIA CORDELIA MCHUGH

(Mc Who?)

Recorded by-

DANNY KAYE - THE ANDREWS SISTERS (Decca) CHUCK FOSTER (Mercury) . DENNIS DAY (RCA-Victor)

Recorded by-

DO, RAY and ME TRIO (Commodore)

### BEAUTIFUL EYES

ART MOONEY (MGM)

THE RANGERS (Regent) . DEL CASINO (Rainbow)

B. HAYES (DeLuxe)

**DUCHESS MUSIC CORPORATION** RKO Building, Radio City, New York

GOOD NEWS FOR D. J,'s From JAY-DEE

### ROLL THE PATROL **CLOSER TO THE CURB**

(THE GRANDMOTHER SONG)

By: HOWARD MARKS

# Music Corp.

1650 Broadway, New York 19, N. Y. CY MANES, Prof. Mgr.



# first in service to the Disc Jockey

Here are 4 Hours of Practical Program Suggestions of BMI Music on Records

Especially useful to the Disc Jockey is BMI's special service of Practical Programs, providing 12 full hours of recorded music each month . . . expert selection of musical programs arranged in 15-minute segments . . Perfect for participating shows . . The BMI kit of Practical Programs now contains a total of 234 hours.

14. 1	PIN UP PARADE		9.6	MUSIC FOR WALKING	Page 1	9
0:00	IN MY DREAMS—Voughn Manrae	Vic. 20-3133	0:00	WALKING WITH MY SHADOW		
	IT'S A BIG WIDE WONDERFUL WORLD	Col. 38370	Arrest Ar	Manica Lewis (Voc)	Sig. 1 5046	
	Buddy Clark (Vac) ONE HAS MY NAME—Bob Eberly (Vac)	Dec. 24492		WALKIN WITH MY HONEY	W. 40 1713	5
	DAINTY BRENDA LEE-Eddy Haward (Vac)	Mer. 5208		YOU WALK BY	Vic. 20-1713	d
	SAME SECTION LEE-Eddy Huward (vac)	mer., 5206		Jerry Wayne-Bobby Byrnes (Voc)	Dec. 3613	
	MUSIC FROM HOLLYWOOD	·		PARADE OF THE WOODEN SOLDIERS		
0:15	I WONDER WHO'S KISSING HER NOW			Morton Gould (Inst)	Cel. 12748	
	Perry Como (Yac) -	Vic. 20-2315		FIESTA TIME	All Land	
	QUANTO LE GUSTA-Andrews Sisters (Voc)	Dec. 24479	0.10	SAY SI SI-Andrews Sisters (Voc)	Dec. 25098	
	FLYING HOME—Lianel Hampton (Inst)	Dec. 23837	0.15	TICO TICO-Desi Arnez (Inst)	Vic. 20-2281	
	BAIA—Bing Crosby (Voc)	Dec. 23413		TAKE IT AWAY—Enric Madriquera (Vac)	Dec. 24460	
	CANARY ROW		- 1	MISIRLOU-Jon August (Inst)	Dia. 2009	d.
0:30	THERE'LL BE SOME CHANGES MADE Peggy Lee (Vac)	Cop. 15001		JUNGLE RHYTHMS		
	FOOL THAT I AM-Dinah Share (Voc)	Col. 37952	0:30	JUNGLE DRUMS—Fred Waring (Voc)	Dec. 29227	
	NOBODY BUT YOU	Col. 37732		JUNGLE RHUMBA-Freddy Martin (Inst)	yic. 20-2769	
	Margoret Whiting (Voc)	Cop. 75079		JUNGLE FANTASY—Esy Morales (Inst)	Roinbaw 10050	
	HIGHWAY TO LOVE-Helen Carroll (Vac)	Vic. 20-2915		JUNGLERO—Nara Marales (Inst)	Maj. 1192	
				PIANO MAGIC		
	MUSIC FOR BABY	7 7 7 7 7	0:45	GLOW WORM—Frankie Corle (Inst)	Cal. 37567	
0:45	BABY, BABY ALL THE TIME	and the state of		PIANO PORTRAIT BOOGIE		
	Tommy Dorsey (Voc)	Vic. 20-2912		Jock Fina (Inst)	MGM 10135	
-	Peggy Lee (Vac)	Cop. 15159		BABALU-Jan August (Inst)	Dla. 2009	
	AIN'T NO HURRY BABY-Etta Jones (Voc)	Vic. 20-2310		MALAGUENA-Carmen Covaliaro (Inst)	Dec. 24257	
	PAPER DOLL-Mills Brothers (Vac)	Dec. 18318		SOMETHING OLD	118. 1	ď
	THE POLICE MAN STORING STREET	Dec. 10310	0:00	BALLIN' THE JACK-Danny Koye (Vac)	Dec. 24401	1
	FOLK TUNE FROLIC			JUST AN OLD LOVE OF MINE	344.21.01	
0:00	BOUQUET OF ROSES-Eddy Arnold (Voc)	Vic. 20-2806		Tammy Dorsey (Voc)	Vic. 20-2371	
	LAST LETTER-Gene Autry (Voc)	Col. 20495		THERE I GO-Voughn Manroe (Voc)	Vic. 20-2644	
	TENNESSEE WALTZ-Pee Wee King (Voc)	Vic. 20-2680		SONG OF THE ISLANDS—Bing Crasby (Voc)	Dec. 25009	
	TOMORROW'S JUST ANOTHER DAY TO CRY			SOMETHING NEW		
	Ernie Lee (Voc)	Vic. 20-2645	0.15	SUNDAY IN OLD SANTA FE		
	STRICTLY INSTRUMENTAL			Jose Morand (Voc)	Vic. 26-9034	
0.10	STRICTLY INSTRUMENTAL			YOU STARTED SOMETHING		
0.15	Horry Jomes (Inst)	Col. 36579		Tany Postor (Voc)	Cal. 38297	
	AIR MAIL SPECIAL	2 00. 303.7		FOR HEAVEN'S SAKE		
	Page Cavanaugh Trio (Inst)	Sig. 1519B		Cloude Tharnhill (Voc)	Cal. 38244	
	FLOATIN'—Les Brawn (Inst)	Col. 38292		THE CLICK SONG-Tony Poster	Col. 38297	
	NINE-TWENTY SPECIAL			SOMETHING BORROWED		
	Harry James (Inst)	Col. 36887	0:30	THE BREEZE AND I (Andolucio)		
	BARITONE TIME			Three Suns (Voc)	Vic. 20-2359	
0.30		10.1		MY PROMISE TO YOU (Chopin) Larry Green (Voc)	Vic. 20-2582	
0:30	YOURS—Andy Russell (Vac) SERENADE—Buddy Clark (Voc)	Cop. 10112	1	THE THINGS I LOVE (Tschalkovsky)	VIC. 20-2382	
	WE'LL BE TOGETHER AGAIN	Col. 38091		Tommy Dorsey (Voc)	Vic. 20-2871	
3	Fronkie Laine (Voc)	Merc. 5091		WILLIAM TELL OVERTURE (Rossini)	14	
	COOL WATER-Youghn Manroe (Vac)	Vie. 20-2923		Spike Jones (Voc)	Vic. 20-2861	
		1120 100		SOMETHING BLUE		
-	LYRICS ABOUT LADIES		0:45	BORN TO BE BLUE-Mildred Boiley (Vac)	Mai. 1190	
0:45	AMAPOLAJimmy Darsey (Voc)	Dec. 25120	h . L . A . A .	TROUBLE IS A MAN-Sarah Vaugha (Voc)	Music 533	
1.00	TERESA-Vic Domone	Merc. 5092		BLUES FOR YESTERDAY		
	DELILAH—Glenn Miller (Vac)	Vic. 20-2942		Louis Armstrong (Yoc)	Vic. 20-2456	
	NINA NANAAlan Dale (Yec)	Sig. 15178		JAZZ ME BLUES-Will Bradley (Inst)	Sig. 28120	
					4	

Refer to your monthly releases of BMI's Practical Programs for hundreds of additional suggestions.

### BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.



from London full range\* Records

\*London full range recording reproduces EYERY sound audible to the normal eat.

Season's Greetings-

Thanks to the Radio Editors of the United States and Conada for selecting us for the Motion Picture Daily Radio Editors' Award as "THE BEST DANCE BAND OF 1948" an honor held by another orchestra for the past 13 years.

Thanks to the nation's Juke Box Operators for voting us "BEST ORCHESTRA OF 1948" in The Cash Box Poll.



THE **VAUGHN MONROE** SHOW

CAMEL CIGARETTES

## VAUGHN Saturdays 7:30 to 8:00 P.M. CBS Coast to Coast

AND HIS ORCHESTRA **CURRENTLY ON TOUR** 

Direction -MARSHARD MUSIC

Willard Alexander, Inc.

RCA-VICTOR RECORDS

\*

. .

.

\*

\*

.

\*

•

\*

.

\*

\*



#### MUSIC PUBLISHERS HOLDING RCA Bldg., Rockefeller Center, New York 20, N. Y

## Forty-Third Anniversary Greetings

\*\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·



#### BECORD STARS

·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*·\*

The Bachelors Blue Barron The Beale Street Boys The Jackie Brown Quartet The Canterbury Chois The Singing Crusaders Hank D'Amico Denver Darling Johnny Desm Jimmy Dorsey Jimmy Durante Billy Eckstine Jack Edwards Ziggy Elman Derry Falliga Jack Fina Helen Forrest Slim Gaillard

Betty Garrett

Kathryn Gray Philip Green Harry Harden Bud Hobbs Harry Horlick Lena Home Bob Houst Marion Hutton Chubby Jackson Rome Johnson Van Johnson Buddy Kaye Quintet Gene Kelly Rev. Kelsey Jack Kilty The Kom Kobblers

Art Lund Franklyn MacCormack Hal McIntyre Joseph McNally Matty Maineck Macklin Marrow Lauritz Melchio Art Mooney Nore Morale Jimmy and Mildred Ma George Murphy Sam Nichols Sy Oliver Jackie Paris George Paxton Five Red Caps Tommy Roberts

David Rese Singin' Sam Raymond Sca Jerry Sellers Slim Seward o Fat Boy Hayes Bert Shefter Nev Slmon Arthur (Guitar Boogle) Smith Danny Thom Evalyn Tyner Viola Watkin Buddy Weed Hank Williams lvy Willis Bob Wills

\* .

\*

•

\*

\*

.

\*

٠

\*

HERE ARE THE HITS ALL AMERICA IS SINGING

## The Kissing an

Starring FRANK SINATRA

M-G-M's Hit Musical

FRANK SINATRA..

EDDY HOWARD

VIC DAMONE

JACK SMITH Capitol DENNY DENNIS .....London

DENNIS DAY RCA Victor

WHATS WRONG WITH ME VAUGHN MONROE .....RCA Victor

PATTI PAGE Mercury

IF I STEAL A K VAUGHN MONROE RCA Victor

ANDY RUSSELL

RANK SINATRA ......Columbia; 

And Watch The "SLEEPER" hit

JACK DINA THE SPORTSMEN Variety's 43rd Anniversary helps celebrate

**ANOTHER HAPPY** MILESTONE IN THE WORLD OF ENTERTAINMENT

The recent signing of agreements between the American Federation of Musicians and the phonograph record industry continues a principle for which union musicians have contended for many years.....

A WELFARE FUND THAT SERVES BOTH THE MUSICIANS AND THE PUBLIC



press, over the radio, via television, and on the screen, it has been my privilege to announce:

"The most significant thing about the accord reached between union musicians and the record in-dustry is that the public is the big winner—and that is as it should be!

"The agreements just signed mean that some two million doilars' worth of live music annually will continue to be provided free to the people of the United States and Canada—thus carrying on under the trusteeship of Mr. Samuei Rosenbaum a public service similar to that provided by the Federation of Musicians over the last two years.

"Ail in ali, it is a very agreeable Christmas pack-age and we of the Musicians Union are grateful for the patience the public and the musicians have displayed while we worked out the arrangement which has now been deciared legal by Attorney General Clark and Secretary of Labor Tobin."

JAMES C. PETRILLO, President, American Federation of Musicians.

Greetings from the "Old Swingmaster" Himself

## **AL BENSON**

HEARD SIX TIMES DAILY

WGES .

CHICAGO

**WJJD** 

BROKE JAZZ CONCERT RECORD IN '48, CHICAGO CIVIC OPERA HOUSE. **NOVEMBER 21** 

**ELECTED MAYOR OF "BROWNVILLE"** WITH MAJORITY OF OVER 1,400,000 VOTES

WATCH AL BENSON'S 26-PIECE ALL-STAR JAZZ ORCHESTRA



## AUDE THORNA



Another great name added to RCA Victor's star-studded roster! Watch for Thornhill's first RCA Victor post-ban waxing—to be released shortly. And watch for a steady stream of hits from RCA Victor in '49. Yes, it looks like a banner year—a banner year for riding high with RCA Victor!

ARE ON RCA VICTOR RECORDS



The New King of Rhumba.

## **CHUY REYES** and his ORCHESTRA

MOCAMBO . . . 212 Weeks Total

2 Return Engagements TROCADERO . . . 78 Weeks Total

EARL CARROL'S THEATRE RESTAURANT, 110 Weeks Total,

8734 SUNSET BOULEVARD

CIRO'S

HOLLYWOOD

**Exclusive Management** 

FEDERAL ARTISTS CORPORATION

HOLLYWOOD 46, CALIF.

BEST SELLER

"RHUMBA de CUBA" CAPITOL RECORDS

CR. 5-5251

DUKE 



GREETINGS FROM

**Joe** 

**ORCHESTRA** 

CURRENTLY: SWISS CHALET RISMARCK HOTEL

COAST-TO-COAST: MUTUAL WGN\_CHICAGO

**GREETINGS** 

SHERMAN MARKS



## **VICTOR** INCENT

His Singing Violin and His Orchestra

Presenting

"MODERN SOCIETY MUSIC"

Featuring

BETTY MARTIN

Currently at CIRO'S. Hollywood

EXCLUSIVE MANAGEMENT

FEDERAL ARTISTS CORPORATION

8734 Sunset Blvd.

Hollywood 46, Calif.

CR. 5-5251

From the CHERYL CRAWFORD MUSICAL SUCCESS

## OVE LIFE

Lyrics by

ALAN J. LERNER KURT WEILL

THESE TWO GREAT SONG HITS ARE HERE TO STAY!

## HERE I'LL STAY

#### RECORDS

#### HERE I'LL STAY

Jo Stafford—Capitol Sammy Kaye-Victor **Buddy Clark-Columbia** Gracie Fields-London

#### GREEN UP TIME

Sammy Kaye-Victor Buddy Clark-Columbia Gracie Fields-London Varsity Orch-Wright

**GREEN-UP** TIME

By Arrangment with MARLO MUSIC CORPORATION





Congratulations from

## **ERCURY** RECORDS

"THE COMPANY THAT STARS THE ARTISTS"

P.S. It's our Anniversary too! We're 3 years old, thank youand doing very well!

## COLE PORTER HITS







SUBBER and LEMUEL AYERS PRODUCTION

NDERBAR

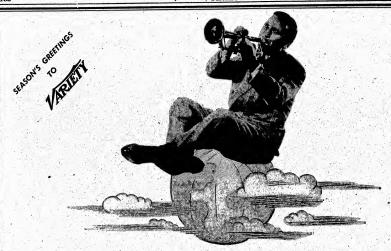
IANCA

E THINE THAT SPECIAL FACE

ALWAYS TRUE TO YOU (IN MY FASHION)

Arrangement with Buxton Hill Music Corporation





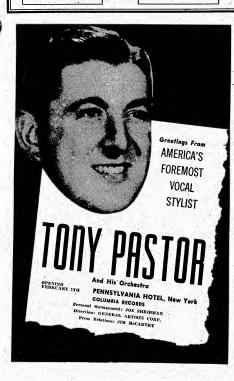
### CHARLIE SPIVAK

AND HIS ORCHESTRA

featuring IRENE DAYE
TOMMY LYNN—BOBBY RIGKEY—RUSTY NIGHOLS

Personal Manager LOUIS ZITO Band Manager JIMMY WILLIAMS Direction
WM. MORRIS AGENCY

Press Relations PAUL BROWN





OUT OF THE WEST COMES

### **EVERETT WEST**

Singing Sensation

Just Concluded Successful Engagements at LAS VEGAS, NEVADA

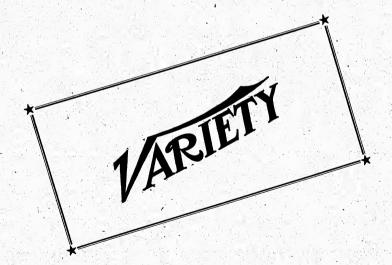
VANCOUVER, B. C. — SPOKANE PORTLAND — SEATTLE

Rebooked for Return Engagements at Each Spot

FEDERAL ARTISTS CORP. 8734 Sunset Blvd., Hollywood—CR. 55251 DECCA RECORDS



## Congratulates



A STAR PERFORMER FOR 43 YEARS

Forty-third VARIETY



#### "TUNEFUL MUSICAL -SPRIGHTLY SCORE"

MIKE TODD'S MUSICAL HIT "As The GIRLS 66"

> Currently: WINTER GARDEN New York

## Lyrics by HAROLD ADAMSON Music by MMY

"A BOUNTIFUL AND UP-ROARIOUS MUSICAL SHOW. It is a gay and rowdy Broadway en-tertainment. JIMMY McHUGH'S TUNES ARE LIVELY AND MELODIOUS."

—BROOKS ATKINSON. N. Y. Times.

"A BRIGHT NEW HIT!...
MUSIC THAT IS UNASHAMED-LY POPULAR... CONTAINS
THREE OR FOUR POTENTIAL
SONG HITS." -RICHARD WATTS, JR., N. Y. Post-Home N

"THE HAROLD ADAMSON-JIMMY MCHUGH SONGS ARE GRAND."

FROM ED SULLIVAN'S "LITTLE OLD NEW YORK": "This new musical adds color and excitement to the Manhattan scene. McHUGH-ADAMSON SONG MCHUGH-ADAMSON SCI.

HITS. Catchiest of the songs, to
this reporter, was 'YOU SAY THE
NICEST THINGS, BABY,' but the
composers believe their 'I GOT LUCKY IN THE RAIN' will first hit tire jackpot." - N. Y. News.

"There are some pleasant JIM-MY McHUGH tunes that will be heard around, including the title song. The plugging goes to 'YOU SAY THE NICEST THINGS, BABY' and 'I GOT LUCKY IN THE RAIN."

"It can't miss. 'Girls' has a sprightly score by JIMMY Mc-HUGH and HAROLD ADAMSON, including AT LEAST THREE HIT POSSIBILITIES.

POSSIBILITIES.
"The opening musical number,
"AS THE GIRLS GO, sets the
musical pace for the entire show,
starting it off with a bang, A
CATCHY TUNE, YOU SAY THE
NICEST THINGS, BABY, is the
standout along with the first-act
finale, 'Holiday in the Country'.

"KARM, Variety,

"The girls are among the prettient, and THE SONGS ARE SOME OF THE BEST AND MOST SING-FOR THE SONGS ARE SOME OF THE BEST AND MOST SING-FOR THE SONGS AND THE

Score Published by-

McHUGH, ADAMSON and BLONDELL PUB. CORP.

Sole Selling Agent-Sam Fox Pub. Co.

## A NEW WESTERN STAR IS BORN



## TEX WILLIAMS

#### THE WESTERN CARAVAN

featuring SMOKY ROGERS

and DEUCE SPRIGGENS

NOW STARRING FOR UNIVERSAL - INTERNATIONAL PICTURES



UNDER TELEVISION CONTRACT TO NBC

**HELD OVER RIVERSIDE RANCHO** 

LOS ANGELES 35th WEEK

Personal Management: CLIFF CARLING SU. 26119



Greetings

and Very Best Wishes for the New Year...
We hope to make it your Best and our Best musically.

Jack and Irving Mills

THE FIRST BIG HIT OF THE NEW YEAR!

## RED ROSES FOR A BLUE LADY

by the writers of "Say Something Sweet To Your Sweetheart"

Recorded by
GUY LOMBARDO (Decca) VAUG

VAUGHN MONROE (Victor)

JOHN LAURENZ (Mercury) and more records to come!

Smash Song Sensation of the Continent and England— Now making her HIT Debut here

SUSY

Watch for an
Outstanding Array of Records!
Already released—
GRACIE FIELDS (London)
VIC DAMONE (Mercury)
BARRY GREEN (Rainbow)

The Most Popular Instrumental on every program and record

FIDDLE FADDLE

LEROY ANDERSON

His "SLEIGH RIDE" is Wonderful!

RIDING ON TOPI

America's Big Sweetheart Ballad

SAY SOMETHING SWEET TO YOUR SWEETHEART

by
SID TEPPER and ROY BRODSKY

FAVORITE OF THE OCCUPATION FORCES OVERSEAS

NOW WITH A GREAT ENGLISH LYRIC

by MITCHELL PARISH

BLUE SKIRT WALTZ

Records soon to be released.

BENNY STRONG'S

THAT REDHEAD GAI

She's a Sweetheart of a disk,
GOING STRONG and STEADY with JUKES and JOCKS

#### MILLS MUSIC, INC.

1619 Broadway, New York 19, N. Y.

6533 Hollywood Blvd., Hollywood 28, Calif

64 E. Jackson Blvd., Chicago 4, III.

AMERICAN ACADEMY OF MUSIC, Inc. Starts the Year Bright...

with 3 B-I-G song successes!



DOWN BY THE STATION

recorded by

MMY DORSEY (Victor) CONNIE DESMOND (Mercury) SLIM GAILLARD (M-G-N

MY SWEET PATOOT WITH THE BUMBERSHOOT

Ruth Wallis' great new song smash recorded by the SOFT WINDS (Mercury



BLUE MOMENTS

AMERICAN ACADEMY OF MUSIC, Inc.

1619 Broadway, New York 19

Thanks LAWRENCE WRIGHT for extending to

MILLS MUSIC the American Publication rights to

THE DREAM OF OLWEN by CHARLES WILLIAMS



Exclusivity published in the wants

CONCERTO In JAZZ

Perorded by MANTOVANI and his Orchestra on London Record No. 12003

SKYSCRAPER FANTASY

By DONALD PHILLIPS
Recorded by CHARLES WILLIAMS and Orch. (Columbia) ● MANTOVANI

RELEASED in this country on the following RECORDS-MANTOYANI and Orch. (London)
GEORGE MELACHRINO and Orch. (Victor)
CHARLES WILLIAMS and Orch. (Columbia)
PHILIP GREEN and Orch. (MGM)

England's Instrumental Success in 1948— America's Foremost Instrumental in 1949:

HARRY RALTON
GEORGE MELACHRINO

ARCADIA MUSIC PUBLISHING COMPANY

for affording us the opportunity
of bringing their outstanding publications
to the American people
... starting with the auspicious

WINTER SUNSHINE

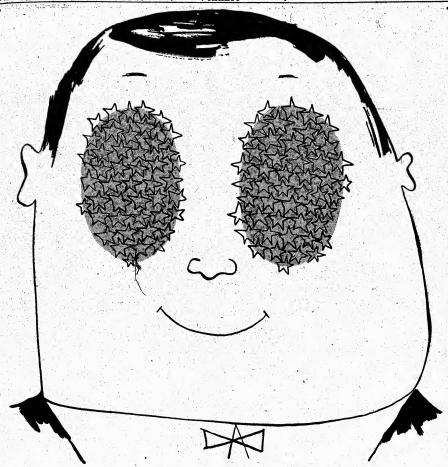
GEORGE MELACHRINO ON VICTOR No. 20-3246

MILLS MUSIC, INC.

Chicago 4, III 1619 Broadway, New York 19, N. Y. Los Angeles 14, Calif.

Holiday Greetings

Johnny Mercer



## you really see stars on Columbia Records

#### TOPS IN EVERY CLASS OF RECORD ENTERTAINMENT

VOCALISTS . Pearl Bailey Thelmo Carpenter Daris Day Janette Davis Beatrice Kay Mary Ann McCall Jane Russell Darathy Shoy Dinah Share

#### OCALISTS

Buddy Clark Arthur Godfrey Frank Sinatra Jerry Woyne

#### **ORCHESTRAS**

Les Brown

Frankie Carle Xavier Cugat Eddy Duchin Duke Ellington Woody Hermo Harry James Dick Jurgens Gene Krupa Kay Kyser Elliot Lawrence Roy Noble Tany Pastor Claude Tharnhill Tammy Tucker Morek Weber

INSTRUMENTALISTS Frankie Corle Eddy Duchin Hozel Scott

VOCAL GROUPS The Charioteers Marlin Sisters SPECIALTIES

Victor Borge Andy Cummings rice Kay Fred Lawery Harry Ower Alvy West

#### FOLK AND WESTERN

Roy Acuff Jesse Ashlock Bob Atcher

Johnny Band Ted Daffon Lynn & Molly Davis Al Dexter Jimmy Dickens Wilma Lee & Stoney Cooper

Bill Manroe Curly Williams & his Peach Pickers Andy Reynolds Skeets & Frankie Floyd Tillman Wiley Walker & Gene Sullivan

#### SACRED Chuck Wagon Gong

Daniel Family Quartet Deep South Boys Quartet Johnson Family Singers Old Hickary Singers Speer Family Deacon Utley & Si A While Quartet

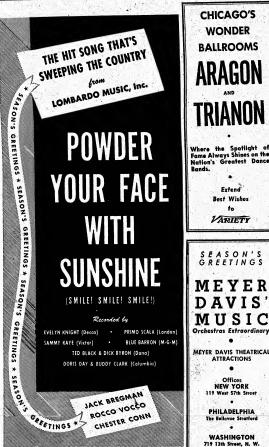
#### RACE

Buster Bennett Trio Big Bill Big Three Trio Rosetto Haward Hot Lips Page Kirby Wolker Joe Williams

Trade Marks "Columbia," and @ Reg. U. S. Pat. Off. Marcas Registradas

Best Wishes VARIETY

## EDDY DUCHIN



CHICAGO'S WONDER BALLROOMS ARAGON

Where the Spotlight of Fame Always Shines on the Nation's Greatest Dance

Extend **Best Wishes** 

to VARIETY

SEASON'S GREETINGS

MEYER DAVIS MUSIC

MEYER DAVIS THEATRICAL ATTRACTIONS

Offices NEW YORK

PHILADELPHIA

WASHINGTON

## JERRY WAYNF

Columbia Records

MANAGEMENT WARREN H. PEARL

BOOKED BY WM. MORRIS AGENCY

Howard A. Plummer, Jr.

SEASON'S GREETINGS

UNIVERSAL

RECORDS

BILL PUTNAM, BERNIE CLAPPER, RENNIE GIBSON



LONDON NEW YORK CHICAGO BEVERLY HILLS SAN FRANCISCO

CLEVELAND DALLAS DETROIT BOSTON MINNEAPOLIS

BEST WISHES -

## LEO ROBIN

### JAY McSHAN

AND HIS ORCHESTRA

Composer Of

#### HOT BISCUITS

CONFESSIN' THE BLUES VINE STREET BOOGIE **SWINGMATISM** DEXTER BLUES HOOTIE BLUES GET ME ON YOUR MIND JUMP BLUES SLOW DRAG

And Many Others

Recordings For

**DECCA-MERCURY-DOWNBEAT** and MODERN RECORDS

Exclusive Management

FEDERAL ARTISTS CORPORATION

8734 Sunset Boulevard

Hollywood, Cal.

CRestview 5-5251

#### Mills Views ASCAP Future

protection of the legal rights of in law, omposers, where recently deci-ions of grave import have gone 6. The

composers. where recently decisions of grave import have good eaglants ASCAP. Is destroyed or displayed the composers and authors will not be thus depixed of the composers and authors will not be thus depixed of the composers and authors will not be thus depixed of the composers and authors will not be thus depixed of the composers and authors will not be thus depixed of the composers and authors will not be thus depixed of the composers and authors will not be thus depixed of the composers and authors will not be thus depixed of the composers and authors will not be thus depixed of the composers and authors will not be the composition of the comprising the composition of the composition

chaotic condition which must ensue if ASCAP is dissalved or destroyed:

1. There is not the Aightesta controlled in the courts so construe the Copyright Law in such manner as will deprive the individual manner as will deprive the individual masses and copyright owner of his sole and creclusive right to illense the work.

2. There should be industry.

(e) The agenda being the sole of the

lie performance of his week.

2. There should be diductive.

2. There should be diductive.

3. There should be diductive.

4. There should be diductive.

4. The should be diducted be diducted by the should be diducted.

5. For the convenience and should be diducted.

5. For the convenience and refriend by the diductive diductive.

6. For the convenience and of the creators thereof, the continued with the diductive diductiv

is the "performing" right?

(c) Is it advisable, and in the best interests of all concerned that through a pooling of these rights of individuals in a centralized Concussions
The following are, in my considered opinion, the plain facts controlling, and the prested opinion, the plain facts controlling, and the prested of the present of the property of

amended Consent Decree?

10: The agenda being strictly
insted to the consideration of
problems visa-vis motion pictures,
should licenses ("synchronizing"
and/or "public performance") be
secured and paid for by and at the
"source" (the producer of the picture), or otherwise, and should the
clearance be "world-wide" or for
domestic use only?

(f) To what extent, if at all, will

domestic use only?

(f) To what extent, if at all, will the Department of Justice sanction (1) the pooling of copyrights and operation of the central licensing agency, (2) the execution of firmly binding agreements for a considerable period, and (3) settlement camendment of the Consent Decree?

If such a meeting is convenient. righted music, no less than that of the creators thereoff, the continued continued and the content of the conte

Season's

**Greetings** 

## FAIN

"I'll Be Seeing You"

#### SEASON'S GREETINGS

. And God bless you dear public, for without had hits.

Keep Your Dials and Ears

"Califo'nia"

'If My Head Had Only Listened to My Heart

You're a Regular Guy "When Lovely Lucinda Sings

Yours for Better Songs .

#### ANDY RAZAF

3429 Country Club Drive Los Angeles, Calif.

Words and Music by LEON RENÉ . ASCAP

#### BREAKING FOR A SMASH HIT!

RECORDED BY: THE MILLS BROTHERS, DECCA BUDDY CLARK, COLUMBIA . RAY ANTHONY, SIGNATURE BUDDY BAKER, EXCLUSIVE . THE FOUR GABRIELS, WORLD JOHNNY MOORE'S 3 BLAZERS, EXCLUSIVE . ALSO RELEASED ON VARSITY.

New York Office
841-543 SIXTH AVE. LEON RENE PUBLICATIONS 4272 SOURCE BLOW
441-543 SIXTH AVE. LEON RENE PUBLICATIONS
4272 SOURCE MASSET
441-543 SIXTH AVE. LEON RENE PUBLICATIONS
4272 SOURCE MASSET
441-543 SIXTH AVE. LEON RENE PUBLICATIONS
4

## ENTERING ITS 36th YEAR OF SERVICE

The American Society of Composers, Authors and Publishers will have completed its 35th year on February 13, 1949. Down through the years, from the pioneering days when Victor Herbert and a small group of farseeing associates organized it as America's first performing right society, ASCAP has given constantly expanding service to members and patrons.

Its membership has grown from a little more than 100 to some 2400 composers, authors and publishers. Men and women of every state and territory of the United States, and Americans by adoption born in more than forty countries are on the ASCAP roster. The great mass of American music created by this array of talent is augmented by myriads of works of affiliates in other countries. This great melodic stream becomes the life blood of many thousands of business enterprises whose music problems are solved through the simple machinery of the ASCAP license.

On the eve of its 36th year, ASCAP, now a truly national institution, takes this opportunity to express its grateful appreciation of the loyal support of its licensees in all fields.



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
30 Rockefeller Plaza, New York 20, N.Y.

BRANCH OFFICES IN 25 CITIES, COAST TO COAST, FOR CONVENIENCE OF PATRONS

**Artie Shaw Beefs** 

To AFM. Another

legal action. Hudkins, former road manager A DREAM OF A LULLABY

OXFORD MUSIC CORP.

+ SEASON'S

GREETINGS \*

**Using His Name** 

#### Forty-third

for Shaw, organized a band earlier

this year with clarinetist Bob Keene playing Shaw's parts as a hired hand. He began billing the band with Artie Shaw's name, since the arrangements he was using were actually from Shaw's old library.

old library.
Shaw looked the combo over a few months ago with a view toward sending it on the road under his tag, and playing with it on concert and occasional theatre dates. He decided against it, however, and has since had no contact with the combo. Hudkins continued to use his name, though. Artic Shaw took the first step-toward legal action last week as a means of stopping the use of his name in conjunction with a band in the conjunction with a band indicate the conjunction with a band titudins, formerly connected with Shaw. Andrew Weinberger, Shaw's attorney, filed a complaint with a request for action with the Amer-tic same time, he advised the Hollywood branches of Music Corp. of America, General Artists and William Morris agencies that any theatres, cades and one-nighters, which may sign Hudkins, will bring legal action.

#### **Best British Sheet Sellers**

	London.
Buttons and Bows	Victoria
In Love	Wood
My Happiness	
So Tired	
Galway Bay B	ox & Cox
Dream of Olwen	
Rambling Rose	Dash
Be There	Victoria
La Vie en Rose	Gay
Cuanto Le Gusta	
Anything I Dream	Reid

#### Second 12

Dressed Up Cinephonic
Everybody Darling Morris
Ballin' the Jack F.D.&H.
Underneath Arches . Connelly
Betty Blue Feldman
Sabre Dance Leeds
Loveland Sun
Can't Be True Chappell
Loch Lomond Unit
Dickie Bird Song F.D.&H.

#### This Surprising Biz

England. The programs having regard to their non-"commercial" character were good up to a point, but often semi-professional. both as to bands and artists employed. Several theatre circuits refuse to allow talent they had booked to televise, Nevertheless, progress had been made and the bigger provincial cities will unmain London programs before long, enabling many to "look" in on the offerings of this entertainment force that has so certainly come to stay—may to dwarf all significants. both as to bands and artists em-

Finally, a word about the sur-prising success the new style vaudeville programs are having in Great Britain. Illustrious names Great Britain. Illustrious names graced the Palladium's billis throughout he year, and in nearly every case the biggest successes classes of the Britain public by one or more great pop songs. These appearances were just as warmly welcomed by the British public high grarenity as by the general public listeff.

A word of nozies here. Illustrious names

eral public itself.

A word of praise here for Val
Parnell's astuteness in providing
the slickest possible musical ac-companiment with Wolfie Phillips'
Skyrockets (ex-R.A.F.) Dance Band.
Maybe 1949, which will certainly
will also, with the help of new see an eawill also, w faces and ne a "comebac" new voices, prove to be ack" year for popular

#### Meeting After Death

Continued from page 172 report, by which we shall fit in the last stone to the noble edifice of our AKM. May a younger generation follow into our footsteps to whom we shall leave, as motto, these obliging words which are engraved on our honorary board in graved on our monorary warts in memory of our founder: Josef Weinberger: "Take cares by diligence and self-sacrificing work that, to all members of AKM the protection of their rights, the profit from their work, and the insurance for their old age be secured."

When leaving the house in the

When leaving the house in the Baumanngasse my eyes fell on that dedication and at my name on the honorary. board, and being very happy and proud I said to the old doorman, "You see, my friend, faith is always being rewarded by faith."

## THERE'S A BARBER

SANTLY-JOY 1619 Bro

FRANKIE LAINE

#### Inside Orchestras—Music

Decca prez Jack Kapp reprises his 17-year-old association with Bing Crosby in a piece tagged "Mr. America" which appears in Dell Publishing's "Bing Crosby Album." Kapp describes how the "greatest recording career in the history of the business began when Bing eliminated the 'boo-boo-boo' manner and permitted his accompaniment to really accompany him instead of playing what Bing might like to to reamy accompany min discuss or paying many accompany min discuss provided with a privileged "to have a front row seat where I could see the development of the greatest talent the world has known in years." In mag format, the album itself is in four parts—Bing's life story, as the shownan, the album itself is in four parts—Bing's life story, as the shownan, the family man and "finighther-blowet." In the latter bracket Paul White-many and the parts of the parts of the Rhythm Boys.

Spending the holidays in the east cost the Mills Bros. \$3,000. Combo was to have received \$1,500 each for two airshow guestints on the Coast, but cancelled out because Skip Mills, father of the other three singers, wanted to go east for the Yule season. Combo cut a tape-recording with Bing Crosby on Dec. 13 and were booked for a repeat yesterday (27) and a spot on the Al Joison airer Thursday (30). However, they had finisted a four-frame stand at the Gasbab, southside L. A. nitery, on Dec. 20, at \$3,500 per week, and decided to head east rather than wait around.

Complaint of irregularities in the recent elections for offices of New York Local 802 of the American Federation of Musicians, were disallowed last week by the Committee on Labor Elections of the Honest Ballot Assn. Unity-Coalition group, which opposed the winning 802 Blue ticket, had claimed that voting machines used were de-fective. After all their immediate post-election charges, they did not claim fraud officially, as they did at first.

at first. Recheck of the votes tabulated by the machines found the Unity position actually improved, but not sufficiently to upset the result. It days so found the machines over was found the machines over a spile very \$8,000, out of for the nine-man trial board, for unit.

VOTING TRREGULARITIES' example, he must vote for all nine or none is supposed to be counted. Voting for eight, the machine is automatically supposed to cancel complaint of irregularities in the recent elections for offices of New York Local 802 of the America State of the recent elections for offices of That was the extent of their de-New York Local 802 of the America State of the recent elections for offices of the recent fectiveness.

#### Vic Lombardo Dated For N. Y. Capitol

Vic Lombardo's orchestra goes into the Capitol theatre. New York, with the Arthur Godfrey "talent winners" show opening first week in February. It's Lom-bardo's second shot on Broadway, he played the Strand earlier this



New York 19, N. Y.



Season's Greetings JULIAN T. ABELES 745 Fifth Avenue. New York

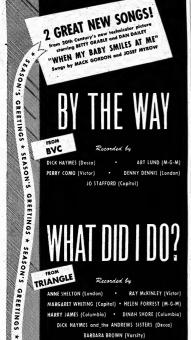
ol Mar

WM. H. MITTLER 1619 Broadway

New York 19, N. Y.

CAB

**CALLOWAY** 



JACK BREGMAN ROCCO VOCCO

CHESTER CONN

811 ENNY HOWARD and his ORCHESTRA wanting the best for



Mercury Records

### Foreign Gov'ts Aid National Motion Picture Industries



Chief of Motion Picture-Photographic Branch, Office Washington.

Probably one of the most important factors affecting exhibition of U.S. films in foreign markets today is legislation enacted by foreign governments protecting and assisting the development of a national motion picture industry. Such legislation enacted by foreign governments protecting and assisting the development of a national motion picture lindustry. Such legislation is a guaranteed lawn, and the second of the second control of the

Spain and Portugal .

Spain and Portugal Probably the most complete protection to the domestic motion picture industry is provided by the programs enacted by Spain and Portugal. The Spanish government of the provided by the programs enacted by Spain and Portugal. The Spanish government of the spain sp

ducer.

The model is graten of controls affecting all elements of the motion picture industry was introduced by the Government in December, 1946, and inaugurated a regime of protection and encouragement to the national industry. A motion picture find was created to offer financial assistance to producers, and exhibition time for Portuguese films. Money for the motion picture fund is derived from at x placed on each theat program licensed for exhibition. Here again the major portion of theater profession from exhibition of American pictures are used to subsidize production of Portuguese films.

A singular characteristic of the motion picture industry in Argentina has been the assistance and protection retax rebates, compilatory playing time for Argentine pictures, and the granting of loans. All theatres in the Buenos Aires area must exhibit Argentine feature films and all the pictures, and the granting of loans. All theatres in the Buenos Aires area must exhibit Argentine feature films and all the pictures are such as a suited of the pictures of the pictu In Portugal, a system of controls affecting all elements

A law of Jan. 24, 1946, provides that theatres in Brazil

of international trade, U. S. Dept. of Commerce)
are obliged to exhibit annually at least 3 feature national
films to be treated and shown in the same manner as with
the best of foreign productions. On any program including a foreign productions, on the program including a foreign production of the production of the children
inquiry was established in June, 1948, to study the general situation surrounding the motion picture industry and
it is expected that this will result in recommendations
with regard to the control and development of Brazil's
motion picture industry.

Institute Plan for Uruguay

Ansuruse run for Graguy
According to press reports from Uruguay, a governmentally-appointed committee has presented to the Mintier of industry proposals calling for the scenario of the Mintier of industry proposals calling for the scenario by the
official bank, and the building by the St.te of modern
studies and laboratories to be rented to private companies.
The plan proposes that only those countries which would
show Uruguayan films would be permitted to exhibit in

UTURING.

The Ministry of Social Affairs in Egypt has informed motion picture distributors that only three foreign films may be dubbed into Arabic each year. Since U. S. films dubbed into the Arabic language earn considerably more than do the original versions with subtiles, this limitation greatly restricts the earning power of U. S. films in this market.

than do the original versions with subtitles, this limitation greatly restricts the earning power of U. S. films in this market difficient to these major programs of government assistance, other countries have passed legislation aiding the development of domestic newarcels. In Portland it is mandatory that a Polish newarcel be a part of every program. The Swiss newsreel is substitled by the government of the program of the substitution of the substitution of the shown, it has become an established part of every program. Recently the government of Colombia has taken steps to encourage the production of newarcels and has with the thought of requiring all theatres to include Colombian affairs in the newarcels exhibited in the country. In Peru the exhibition with each day's program of a domestically produced newsreed covering mitomal events are required to show 12 Netherlands-produced shorts per year in towns with less than two theatres and six in towns having more than two theatres and six in towns having more than two theatres and six in town having more than two theatres and six in town having more than two theatres and six in the produced finish are exhibited. This makes it more attractive to the exhibition to hook national films whenever they are vaulted od to the control of the substitution of the control of the substitution of the control of the Italian film industry is coming more and more under government control. The provisions of this control have been brought together in a law effective May 30, 1947, termed the Chematographic Lawer of the control have been brought together in a law effective May 30, 1947, termed the Chematographic Lawer of the control have been brought together in a law effective May 30, 1947, termed the Chematographic Lawer of the control have been brought together in a law effective May 30, 1947, termed the Chematographic Lawer the substitution of the provisions of this control have been brought together in a law effective May 30, 1947, termed the Chematographic Lawer the substitution

#### Yank Pix Make Great Strides In Influencing Jap Public

American pictures in Japan have made astounding prog-ress since the end of the war in garnering a large chunk of the Nipopness screen bit, while local producers and exhibs sinks are beling squeeded at every turn by the in-

economic recovery.

Pix still provide the most popular form of entertainment in postwar Japan and queues a block or more long, in front of firstrun houses are a common sight in big four big chains, have watched their profits gradually shrink as soaring production costs forced Nip studies to make percentage slashes, and the national government set strict boxoffice price ceilings and upped its admission tax 180%.

Despite these handicaps, U. S. film bit here has stead-lly improved. The Motion Picture Export Assn. imported 84 films in 1948, compared to 80 in 1947. This is only a third of the number of prewar U. S. imports, but the ess film bit, compared to 16% before the war. Pix are distributed to 728 theatres, of which 246 are under ex-clusive contract, 203 play American films half time, and 279 exhibit U. S. pix on a spot-booking basis. American films are booked into more than a third of the intextree

in Japan.

Only dark spol in this rosy picture is the fact that the U. S. industry must wait indefinitely to realize dollar returns from its revenue in Japan. Since end of the war, all yen income from American film rentals has been banked in a frozen account and cannot be converted to U. S. currency until an official exchange rate is set. Central Motion Picture Exchange, local MF2A outlet, has socked away something like a billion yen since 1945. This but what it will be when the official rate is set (presumably when the nonce treaty is sixned) is anybody's guess.

#### **Nationalizing of Films** Threat in Britain

Although government intervention in Industry control and management has so far only beached the fringe of an analysis of the source of the sou

production.

Until now nationalization has only been talked of as a loose threat. On the laber side none of the unions has a mandate from its membership to agitate in this direction and had not contemplated seeking one. With the production stop, however, the aftuation has changed radically overnight.

overnight.

It can now be sonfidently forecast that unless there is a decided improvement in the first quarter of 1949 there will be a delemented drive in favor of direct government intervention. The unions, facing the biggest unemption intervention. The unions, facing the biggest unemption experience of the contract of the contract of the contract of the contract from the industry, will not have to fight hard to persuade their membership that nationalization is the only use. If they can sell the idea to the rank and file that this is the only way of insuring continuity of production and employment, the proposal will be carried with little

#### Stalwart Opponents

Nativari Upponents

Among prominent members of the government it is known that the stalwart opponents of nationalization of the film big, include Herbert Morrison, who is Premise Atlees he was the property of the stalk of the film big, include Herbert Morrison, who is Premise Atlees he provided the property of the film of the provided the provided Herbert Morrison was the provided the provided Herbert Morrison and the film of the film

the advisability of such a measure. Without a mendate from the electorate it is unlikely that nationalization would be contemplated in the lifetime of the present Parliament, which has at least another 18 months to run. Assuming, however, that union backing is forthcoming, the next step would be to get support from the National Labor. Movement at the party's annual conference. Experienced laborites believe that despite executive opposition, it would be possible to secure a confortable majority at such a conference of a national firm industry, which would be fought.

#### Maurice Cowan on Nationalization; Britain's 'Anti' Nothing But Bad Pix

British government's takeover of the film industry is viewed as a real possibility by Mauriec Cowan, earthwile critic and currently an independent producer, unless U. S. exhibitors come through with more playing lime and more advised U. S. distributors, because "failure of the industry here will bring no compensating success to Hollywood."

Some of the British producers may be driven out of business, but a film industry will go on, Cowan asserted, a film industry will go on, Cowan asserted, a film industry will go on, Cowan asserted, a film industry will go on, Cowan asserted extent." he observes, "and a government that nationalize a railways, coal, gas and electricity would hardly hesitate to nationalize a film industry with all its manifold implications. It would include exhibition would not stop at production. It would include exhibition would not stop at production. It would include exhibition will be a film of the production of t

tion. It would include exhibition."

Cowan said flollywood is mistaken if it "believes that any failure here to reach the required figure (45% of all playing time under the Quota) is going to open the flood-gates to their product. They saidly misfigure the temper of the people over here." Before it's too late, Cowan advises Hollywood to talk matters over frankly with British producers, and "put all cards, face up, on the table." Hollywood should remember, he said, that "prospertly in the film industry is indivisible.

the film industry is indivisible."

Referring to the terrific U. S. squawk against the 75% ad valorem duty last year, Cowan said a more moderate reaction might have headed off the new quota law. "Hollywood it us down when we were most in the said as a standard of the control of the control of the reaction in the said was the Sir Alexander Korda, J. Arthur Rank and Herbert Wilcox were all against quotas of any description. They wanted free film trade all over the world with the said control of the said the said that the said the said the said that the said the said that the said that

#### 'Little' Theatres Sluff-Off?

"Take a look at Varinty's weekly theatre returns," Cowan suggested. "Analyze them and you will find that British pictures which are smash hits are screened in the little between the second of the se

### Via Argentine's Casinos

\$20,000,000 from Turf, Pix Do \$15,000,000 in B. A.

The 100% increases which labor has obtained on the wages of all but the whitecollar workers in Argentine, since President Peron took over the government, are mostly pouring into the casinos and racetracks.

The breakdown of what the citizenry spends on enter-

Racetracks	\$20,000,000
Casinos	140,000,000
Pictures	15,000,000
Legit	3.000.000
Football	1.102.300
Boxing	277,200
Concerts	115.000

Millions of the workers' earnings pour onto the green baize roulette and bacearnt tables at Argentina's casinos every year; although the Government, which operates the experience of the people in the shape of new roads, heapitals, schools and social welfare schemes. Opposition elements, on the other hand, charge that, these millions are squandered by the Peron regime on its own political ballyhoo and in making the people "gitti" in the way of bicycles, free clefer and cake at Xmastde and other forms of donations.

cider and cake at Xmastide and other forms of donations. Close to \$12,000,000 profit was netted by the government in the 1847-48 summer season through operation of throughout the republic. The total gross for the period has never been made public, but careful 'observers' estimate it at \$410,000,000. The seven casinos are mostly made in the seven casinos are mostly with gigantic and the seven casinos are included to the seven casinos are included to the seven casinos are included as the "Pearl of the Atlantic." It's a coast resort teeming with gigantic apartment house, deluxe hotels and beautiful villas. Mar del Plate has proved a colossal boom real cases and the seven cases are seven to the seven cases and the seven cases are seven to the seven cases and the seven cases are seven to the seven cases and the seven cases are seven cases.

estate development in the last decade,
Mar del Plata Istelf boasts three easinos. Most important of all is-the palatial Gran Casino, built with the
proceeds of the gambling, which includes indoor swimming
pools, racket courts, bowling alleys, concert halls, restau-rants, cafes, a nightfulb, barbershops, skating rinks and
the Gran Hotel Provincia, inaugurated in March of last
year. As annex of the Gran Casino operates at the old
Chib Tuevrredon and sucher at the traditional and formore than the country of the

merly very snobbish Club Mar del Platu.

The socialities, for whom Mar del Plata was formeily a sort of exclusive deluxe Newport, now patronize the sea spots on the Uruguayar coast. like Punta del Este and spots on the Uruguayar coast. like Punta del Este and think about Peron without fear of the cops tapping them on the shoulder. Encouraged by the millions pouring into the state coffers on the Argentine side of the River Plate from this summer gambling, the Uruguayar government. The state of t

#### 'Family' Casinos

A haif hour's drive from Mar del Plata sees the smaller and more family type of bathing resorts of Necophea and Miramar, each having its own casinos, which also rake in plenty of coin for the Argentine state, even though the stakes are smaller.

stages are smaller.

In the winter season, when the Atlantic coast casinos are shuttered, Argentines can still gamble at the Termas de Rio Hondo, while taking the waters at this spa in the aird northern province of Santiago del Estero. The Rio Hondo-spot, meca of the rheumatic rich in the deep of winter, netted the state around \$807,400 in the 1947-48

winter, netted the state around \$807,400 in the 1947-48 season.

Mendoza, the sun-splashed valley city on the slope of the Andean foothills, surrounded by fertile vineyards, has season.

Mendoza the sun-splashed valley city on the slope of the Andean foothills, surrounded by fertile vineyards, has same season. The Mendoza spot is open all the year round, and this year the Buenos Aires provincial government, which controls the Gran Cashon, Mar del Plata, arranged to keep this essentially summer spot open all year cloud, and this year the Buenos Aires provincial government, which controls the Gran Cashon, Mar del Plata, arranged to keep this essentially summer spot open all year down to the Atlantic spot by train or automobile, for a Saturdayto-Monday fling at the tables. There are no of ficial figures to show what profit has been netted by this work of the state of the provincial state of the provincial state of the provincial state of the provincial control of the Cashon operation is closely tied in with the Argentine film industry, as the Gran Casho was the creation of picture (yeoon Miguel Machinandiarens and his brothers, of San Miguel Studios. A percentage of their profits in the provincial Government turned film-conscious and or pantized a film festival coinciding with inauguration of the Cashon of the Cas

in the 1948-49 season.

Of the fabulous profit made by the state-operated casinos, \$4,000,000 go to public works projects and public health service. The palance swells the Senora de Peron's social welfare fund—which has never published any balance sheet.

#### 500G Bet on Favorite

The coin spent on the tote machines at the Palermo and San Isidro racetracks in Buenos Aires during 1948 have spiraled way shove anything recorded in the history of the Argentine turf. The favorite in one race was backed up to \$500,000 for a win and \$160,000 for place (the horse came in second). So much money has been bet

#### \$12,000,000 Profit for Govt. British Picture Industry Views 1949 Pessimistically; Production's Retreat

\$140,000,000 Grossed on Gambling, Time When Film Biz Seemed to Thrive on Crises at an End-Threat to U. S. Just a Thing of the Past-Indies Squeezed Out of Business

#### By HAROLD MYERS

The British picture industry has reached the stage of expetual crisis. The year 1948, which opened with the ad valorem crisis and threatened to close most theatres, was followed by a series of intermittent emergencies throughout the year, and as 1949 saw the light British pro duction was faced with its biggest slump as studios became idle and technicians unemployed

There was a time when the British film industry appeared to thrive on a crisis, but that time has now clearly passed. The British-made picture, which in the immediate postwar period was developing as a serious competitor to Hollywood, is now receding into the background. Its predominance in home and certain overseas markets apparently was little more than a one-day wonder.

The depression in British production has squeezed the independent out of business. To all intents and purposes British production is now in the hands of the Rank and Korda groups, with Associated British as modest runnerup in collaboration with Warners. Odd productions are being made here and there, but the independent has little hope of continuing production while the present difficulties persist. Even among the bigger groups the policy of retrenchment is developing. The Rank Organization, for example in closing its Islington Studio, is adhering to a produc tion program of around 40 pictures, and although lt has facilities available, does not propose at this stage to increase that figure. Improved production methods, which are being tried out within the Rank colossus, may eventually lead to further closures but not apparently to an inreased output.

British production, which is the center of all the iils of the picture industry, is fighting on two fronts, for in-creased production and improved quality. With few exceptions, however, the campaign is not proceeding according to plan, and a retreat is taking place on both fronts.

The number of topflight British productions which

made the boxoffice grade during the past year could almost be counted on the fingers of both hands. The decline in quality, a serious factor in itself, has not been compensated for by any substantial improvement in quan-

Who would have thought that when the 43% quota was introduced in the summer of 1948 that within a few weeks. British production would be at its lowest ebb." Who would have thought that with this new incentive that studies would go dark, one after another, and search in vain for potential producers." And who would have thought that unemployment would reach a new peak?

#### Seeks to Salvage Industry

Seeks to Salvage Industry
Frankly no nee thought that, least of all Harold Wilson, president of the Board of Trade, who is devoting
more and more time towards the salvation of the British
more and more time towards the salvation of the British
the studies going was put down by Wilson to lack of
insance. Too much money had been lost by banks and
insurance companies, and financial circles in the "City"
duction as a good risk. So Wilson introduced legislation
to provide for financial aid to be made available to distributiors. So \$20,000,000 of public money was set aside
for this purpose, and a Film Bank wes set up. But as the
first leans were made, the studio critis despended. Financie

on nags which any racing fan could tell couldn't possibly get to the winning post first, as to make it obvious that the betting is not being done by the usual racing crowding the state of the post o

will probably feate \$2,000,000. The state takes \$100 to the probably feate \$100 to the probable feater \$100 to the

ment interference in the choice of plays and players.

Nitery operators are cagey about revealing what their returns were on the year's operation, but at 12 pesos (about \$\$5 the drink!) it stands to reason that they have been raking in coin in proportion to the spending mania of their patrons. Most interies report that they have been working to capacity every night of the week. The trend towards presentation of shows has increased and has gone a long way to helping the increase in nitery attendance.

aione was not the sole stumbling block, and Wilson has been compelled to make this admission.

been compelled to make this admission. Obviously something has not gone according to plan. What is it? What explanation can they give in high government circles that a 45% quota has produced one of the biggest production slumps in the history of the British film industry? After all, the quota means, in effect, that virtually one-half available playing time must be given over to native product. Yet despite this incentive studies "are out of business, independents idle and technicians and craftsmen on the dole.

craftsmen on the dole.

The answer is not too difficult to find. This island of ours presents only a comparatively small outlet for British producers. With tests than 5,000 theatres in the country, only pictures made on a modest budget can hope market. But everyone appreciates that the entertainment value of a modestly made picture is all too frequently reflected in the finished articles. Cheaply made productions expected in the finished articles. Cheaply made productions may be compared to the production of the productions in the hope that apart from achieving success with native audiences they would crash the export market. That appears to have been their undoing.

Etric Johnston, pres of the Motion Picture Assn. of

been their undoing.

Eric Johnston, prez of the Motion Picture Assa. of America, during his visit to London in the summer, frankly intimated that the entire British production industry is against a figure four times as great as the services as against a figure four times as great as the heavy of the services as against a figure four times as great as the heavy of the second of the present of t

Shoes, "The Fallen Idol" and "The Winalow Boy," Leaders of the Brittlish industy, like J. Arthur Rank and Sir Alexander Korda, are unquestionably disturbed at the trend of evenis during the past 12 months. The boycott trend of evenis during the past 12 months. The boycott variety affected their businesses and unless there is a raprochement between the Brittlish and American industries, their difficulties are going to increase. In March they trend the state of the state of the state of the producers Asen, and discuss problems of multial concern with their American counterparts. They will talk mality of the strained relations existing between the two industries in a frank and carnest endeavor to overcome the present situation.

#### Metro, 20th as Prod. Aid

Metro, 20th as Prod. Aid

With the aboiltion of the renters' quota. American-sponsored production in Britain is naturally curtailed, but were with the production of the production of the production in Britain is naturally curtailed, but were which are carrying out important programs, that the situation in Britain studies would be at its worst. Activities of these and other American companies, which are absorbing some of their frozen coin in Britain production ing their voluntary efforts, they are being blamed for not doing more, and there is many a Member of Parliament who would cheerfully hold the American industry responsible for the grave situation at home.

The straight of the production of the present situation in Britain today.

Insertiably the troubles on the production side are re-

of the present situation in Britain today.

Inevitably the troubles on the production side are refeteded in the exhibiting industry. From the outset exhibitors have never disquised their dislite of the 45% quota, which to them has always been anathema. Despite going to be a large number of defaults which will be made up of two categories; those who cannot get British product at all and those who can only get if at a price. The after all, they can hardly be expected to show product which is not available. In the other category, however, are the exhibitors who have been campaigning during the are the carried or the control of the category of the control of the category of the cat

Indie exhibs who have a quota to fulfill cannot see the logic of meeting that obligation if by doing so they are involved in a direct financial loss. That is the crux of the negotiations which have been dragging on since Pank addressed the Chematograph Exhibitors Assn.'s general council last July.

council isst July.

Bittain needs American product. That point is conceded even by the bitterest enemies of Hollywood. The conceded even by the bitterest enemies of Hollywood. The when American product was cut off, and it would be idle to suggest that home industry could be kept going with British product alone. Only too well is it realized that nothing short of a miracle will provide the product avallable to pull through the quota. Otherwise stalemate may lead to checkmate, and checkmate may clearly spell disaster for fact the British industry.

### **Argentine Film Producers See Need To Stress International Sales Angles**

Mounting Costs Force Them to Rationalize in Face of Industry Collapse-Pic Execs in Foreign Junkets Drum Up Trade

Argentine film tycoons have just begun to realize that the time has come to set the industry on a rational, busi-

ness level, or local production faces complete collapse. ness level, or local production acces compete contagse.

Hitherto, making movies in Argentina had just been a
question of renting a studio, building a few sets, hiring
a cast and director, and launching a bombastic publicity

campaign. Pictures made on this simple system at very low cost cashed heavy coin

A glance at last production figures is revealing (using U. S. dollar equivalent):

1933—four pictures were made at an average cost each of \$12,000. 1934—six pictures were made at an average cost each of \$16,000.

-15 pictures were made at an average cost each

-31 pictures were made at an average cost each 1938-50 pictures were made at an average cost each

1947—36 pictures were made at an average cost each of \$100,000.

or 3100,000.

In 1948 even a grade B pic can't be completed under \$60,000. Pix like "Ross de America," "La Dama Duende," "La Guerra Gaucha," "Su Mojer Alumno," 'Nunca te Dire Adlos," "Madame Sans Gene," Come Yu Lu Constate "Dire Adlos," "Madame Sans Gene," Come Yu Lu Constate "Dire Adlos," "Madame Sans Gene," Come Yu Lu Constate "Dire Adlos," "Madame Sans Gene, "Come Yu Lucker Constate "Come Su Lucker Come S

Faced with these mounting production costs, Argentine producers looked around for a lifeawer, but instead of planning a campaign to win foreign mayeks for their production on its own merits, their only recourse was to production on its own merits, their only recourse was to the production on its own merits, their only recourse was to expend the production on the production on the production of their production was the decree forcing exhibitors to show an Argentine production may be accepted their production was supplemented by the granting of government class to producers up to 75% of the cost of each picture. Not content with this, some producers have been film imports, unless the affected countries agree to accept equal numbers of Argentine pix.

Although the nationalist-minded government was eager

nim imports, uniess the attected countries agree to experience of the countries of the coun

#### Accent on Sales

Puture accent is to be on the sales angle, and studio exces have been setting forth on travel junkets to drum grant and the sales are sales and the sales and the sales are sales are sales and the sales are sales and the sales are sale

Buenos Arres head-offices.

It is not on the selling angle only that Argentine producers realize they must reorganize. Argentine fans have grown accustomed to seeing and hearing local film personalities on the screen, and demand improved enlertainment, with better stories, good latent and better technique. They have found that the boxoffice will not respond to mere patriotle hokum. The public wants good entertainment, whalever its nationality. So, it's up to producers to see that directors and talent really deliver.

producers to see that circtors and tatent really deliver. Reviewing the year's crop of pictures, the most significant fact is that a low-cost documentary, "Pelota de Trapo," made by an independent company on a 'shoestring, turned out the best Argentine-made grosser of the year. It certainly will give its makers good revenues for

Nears to come.

Reviewing local talent, it's seen that, on the distaff side, Olga Zubarry and Susanita Freyre, discovered in 1947, ran away with all the honors in 1948. Tilde Thamarhas, disappeared from the local scene, "bankshed" by Senora de Peron, and now graces the French studies or the lush spots on the Riviera. Delia Garces made no pix, had to turn to acting in musical comety. The ban on her is expected to be raised next year. Zully Moreno (Mrs. Cesar Amadori) was teamed with Arturo de Cordova in the hit, "Dios se io Pague" (Sono-Pilm), and Mirtha Legrand, who has evolved from a giggling ingenue to a femme fatale, without any change in expression, but plenty de Cordova, for Sono, which can be counted as one of the Important pix of the year. Ingenue Maria Duval Left

the screen to marry, while Nini Marshall made only one picture for Sono, "Navidad de los Pobres."

On the male side, something new has been added with ernando Lamas, who has excellent baritone pipes as ell as plenty good looks, and is coming to the fore with

rapus structs.

If the economic situation continues deteriorating, it is anticipated that the producers will find the credits granted them by the government considerably cut down. Many feel that once the congressional elections are over in March, the Peror government will start cutting down grants to many activities.

#### Exhibition

Although biz has been reaching record highs through-out the year, exhibitors have never had so many problems to contend with, so much so that only the strongest can keep their heads and weather the storm.

keep their beads and weather the storm. To begin with they have had to grant wage increases to operators, managers and ushers without satisfying them and with the demands increasing every so many months, and the state of the s

admission are yet another headache.

The Entertainment Board created another snarl when exhibitors were faced to eliminate the system of reserving seats on telephone order from favored clients, and ever since they are prevented from selling advance admission to most shows. Then there have been the "flor de cello" shows three days a week. This is the term given to lower-priced shows for the benefit of the laboring classes, decreed by special order of President Peron. Ticket speculation has been everyle repressed, and all theatters have to post that all patrons can have equal opportunities to buy their way in.

way in.

Exhibitors were able to ward off the threat of government decree forcing them to include vaudeville turns in every show so many times a week, but this was achieved only at the cost of accepting Mrs. Peron's 10-centavo tax on tickets in all theatres charging over 90 centavos ax

on uczets in an trieures charging over oo centwos.

Lautaret & Cavallo operate the most important exhibitor
chain, which includes eight or nine, affiliated companies
which stretch like an octopus over the entire country. The
firm owns the Gran Rex, Buenos Aires, the largest deluxe firstrun house in the capital city.

#### Boxoffice Survey

During the first months of the year, when import quotas were hard to get and future restrictions probable, the were natu to get and future restrictions protonole, the Hollywood releases were held back for the more important winter season, so that only a few oldies were being ex-hibited. This benefited the local productions to the ex-tent that "Dios se lo Pague' (Sono) at the Gran Rex grossed as well as any Hollwood film, and ran for a record 14 weeks.

14 weeks. Top grosser of the year, as far as can be reckoned at present, was RKO's "The Kid from Brooklyn," which ran II weeks, after release early in May. The Italian picture. "Shoeshine" (Sagle Llon), also did phenomenally being held for 11 weeks. "Pelot dae Trapo" (Sifs) stayed for 10 and on release in second run has continued grosser exceptionally. Ywentleth-Pook's exclusive contracts with the Luxor theatire kept. "Captain, from Castlie" and "Foe-ever Amber," in firsterun for 18 and 14 weeks, respectively. ever Amber" in first-run for 19 and 14 weeks, respectively. British pix were seen in limited quantity and lost most of the ground gained in 1946 and 1947, when "The Seventh Veil," "Great Expectations" and many others aroused vivid local interest. "Stairway to Beaven" (tifree weeks), released by Universal, was outstanding of the British releases, and Limes Mason drew heavily in the "Upturned teases, and Limes Mason drew heavily in the "Upturned beaven and the seen of the

#### Noblesse Oblige

While playing the London Palladium I had occasion to record at the Victor studios. The hour was unusually early for me to be doing anything constructive but, as usual, the show had to go on or words to that effect, so that the show had to go on or words to that effect, so that the show had to go on or words to that effect, so the show the state of the show the show the show that the show had to go on or head to show the show the show that the show the

#### Britain Making More Films Than '39, But Studios Folding

By SIR HENRY L. FRENCH. (Director-General, British Film Producers Assn.)

My friends and colleagues with 10 times as many years in the film industry as I have had assure me that conditions today are not very different from what they have repeatedly experienced in the past. Film production is a difficult business!

The present situation in the British industry is not easy to analyze. In many respects events seem to be moving in opposite directions. For example, we are making more films than at any time since the outbreak of war in September, 1939, yet studios are being closed, and even in studios fully at work men are being dismissed as redun-dant. Just as a happy marriage attracts no publicity, so the steady output from our chief studios pas in the newspapers while the discharge of 1% or less of the staff from one studio is featured as a sensation.

A trade union leader said at a meeting recently: go on like this we shall have no film industry." did not mean to exaggerate. He was, quite naturally and properly, concerned at his union's increasing list of unemployed and for the moment he could think of nothing else. But newspaper readers, ignorant of the essential facts, see the situation out of perspective. They think that the British Industry, after being given by Parli a larger share of its home market than it has ever had to failing to grasp a splendid opportunity for expansion, There is some truth in this judgment but it is by no means

Motion picture companies in the U. S. have for so time been reducing staff and cutting down expenditures in many directions. British producing companies are In many directions. Driven producing companies are doing the same, but not for exactly the same reason. American companies are faced with a big fail in their revenues and are doing their best to reduce their outgoings. British producers have for many years lived in hope that they would before long obtain substantial earnings from the showing of good and suitable films to the large American public who patronize movies. They now realize that these hopes are not going to materialize, at any rate not in the immediate future. Consequently they cutting down expenditure in every direction to bring their costs of production down to the probable earning capacity of their films. Moreover, their estimates of revenue are now being made on a more realistic basis than at any time during the last 10 years.

#### Wishful Thinking?

The public expected that he reduced competition of American pictures would have sent Britleh film production bounding abead with speed and confidence. Many different reasons are being given in England why this has not tree to be supported by the speed of the speed

ment, that man, of the small producers are being caution;
The improved quots for British pictures on our home
screens; the Government scheme for advancing loans up to
\$2,000,000 for film production; the reduced spending
\$2,000,000 for film production; the reduced spending
\$2,000,000 for film production; the reduced spending
\$2,000,000 for film production;
\$2,000,000 for film production in England by American
with the increased output of films from our major studies
fear of increased production in England by American
companies from their unremittable sterling balances foltoning from unrepreceded small amount of competition
for the unrepreceded small amount of competition
number of expensive "prestige" British films and the replacement thereof by moderate-priced films; all these
events, some pulling in one direction and some in the
opposite, have delayed large-scale expansion, especially
some progress has been made in the last 12 months, and
that as the outlook becomes clearer the pace will quicken.

#### **Optimistic Notes**

Uptimistic Notes

There have been two encouraging features in the last 12 difficult months. First, producers have found subjects to take the place of war stories, and the quality of their best films has been Aully maintained. Such pictures at Falmelt." Oiler Twist, "The Fallen Hold," The Winstein Holder William of the State of t

entitions at feeing obligated to show a larger proportion. British films there is a widespread feeling of sympathy in Tangiand There is a widespread feeling of sympathy in Tangiand a large silice of the British anaket in which until guite recently, it provided 80% or more of screen time. At the same time British has for 20 years, at least, been trying to establish a British film industry. This has now bear eachieved. In 1914 of the 19

#### Closer Liaison Urged on H'wood **Production-Distrib-Exhibition**

By NORMAN B. RYDGE (Board Chairman, Greater Unic

Sydney.

I nearres, AMBITATION

Sydney.

Last time I wrote of predicting that poor films would hard their poor films would hard their poor films would have been considered and over the world, it was obvious that only good entertainment would get money.

That's just what happened. It is didn't take a genius to figure that out. Cold hard logic and their out. Cold hard logic and tend to the trend. The trouble with some people is that when they add two mod two they make it 22 intested of four. Such optimism may be insured that the such product. We'll sell it, it big money, if it's good, if it is surt most of aur effort goes down, the drain ever open.

other the picture has opened, If it ever opens.
Perhaps I could make a constructive suggestion. Why not establish an intelligent Ilaison, between production, distribution and exhibition, not on the "how much gan we make" side but on the "what will have the feeling that Hollywood lives in some sort of a vacuum, insulated from the world of real hard selling of pictures.

sulated from the world of real hard selling of pictures.

Making pictures should be a busi-ness, and no business can do much without a pooling of brains to drive it along. The one-man shows aren't very big. We're in world class, and of world standard, and it takes a lot of people to keep us

#### Combine Forces

Combine Forces
Were discovering that we can't
run the world single-handed. We
have to combine forces. So it
should be with motion pictures.
The industry is full of very intelligent people—let's use them all,
prints—just making the suggestion,
sort of throwing a hat Into the ring,
tet's see if we can work it out.

sart of throwing as at inchestories, and the throwing as at instance, has to lost faith in the industry. On the forester Union, for the throwing as adding units and theaters atoms group. We foresee great things, even with television, and new methods of making pletures, had lately are a sad commentary. If we lose our grip on the pleture-minded, we lose the basis of our control of the control of

theatres, but what use are they for poor product?

Let's wake up to one big fact-poor product?

Let's wake up to one big fact-poor product?

Let's wake up to one big fact-poor poor product with what one product with the shake that one. Every time we get a worthwhile feature we hit the high spots with it. When we show that one product with the work which the work which we would be the work which we would be the work when the work was a work with the work was a work with the work was the work was

"What sort of pictures do people want? Broadly, the answer is—good ones. Comedies? Yes, if the sort of the sort of

#### 16m Develops in Arg.

Buenos Aires.

Exploitation of 16m films and

Exploitation of 16m films and Soute equipment has been developing T a slowly but surely in Argentina been successful to the surely in Argentina been developed to the surely in the sure

#### Nips' First Color Pic

The first Japanese feature pic sequence ever filmed in color was shot at a Tokyo studio this week. When the first Japanese feature pic sequence ever filmed in color was shot at a Tokyo studio this week. Wives' Conference," skedded wives' Conference," skedde wives' Conference," skedde wives' Conference," skedde wives' Conference, "skedde wives' conference," skedde wives' conference, "skedde wives' of Yelease early in Jamusty. Cost of Yelease early in Jamusty. Oct of Yelease early in Jamusty. Oct of the war are "Henry V" and "State Fair."

#### Italian Picture Biz Not All It's Cracked Up to Be

By RAUL QUATTROCCHI

By RAUL QUATTROCCH!

Rome.
Whoever wishes to get, an exact loca about Italian cinema, let him try to imagine a building lustrous and bustling outside but squalld and allent inside. Incoming visitors viously, only the facade. Then they leave, taking back with them one or more pix and an impression of animation, and well-being from a four-string, rese Italian picture business. What nobody knows is four-sibing, reset Italian picture business. What nobody knows to study the pixel of the pixel with the films help have bought are generally a number of years old. Such as "The Spirit and the Flesh."
Loves of Don Juan." currently released in the U. S. Italian producers had no new passable pix to offer.

icased in the U. S. Italian producers had no new passable pix to
offer.

The proper for a few films, the socalled "new" Italian picture business has only awkwardness, pretention and vapidness. The main
part of the export is therefore
free the property of the property of the respective films and the respective films and the second of the secon

Other Imports So-So

and Milan firstruns.

Other American Imports 60-So
Other American Imports did soso, and even worse, among then,
films such as, M-C2; "The State of
so, and even worse, among then,
films such as, M-C2; "The State of
Street" and "Cass Timberline,"
20th's "The Ghost and Mrs. Muir,
and "The Foxes of Harrow," RicO's
Fort Apache, "Was "Treasure of
Stottle Seas."

The beginning of the season has
been, for the home pix, an uninbeen, for the home pix, an unincomplete of the season has
been, for the home pix, an unincomplete of the season has
complete of the season
compl

#### London Shopped For Its Shows In '48; Smash Hits Got The Biz.

London.

Austere Britain in 1948 Uptened its belt, shrouded its grime and bomb-blast in a timselled facade in the control of t

entertainment world in particular.

Managements had to decide whether to revert to the prewar evening opening hours, many doing this during the Olympic season to give these patrons a chance to give these patrons as chance to the games in the evenings. To get a line on public preference, Sir Charles Cochran took a poll in the tobby at the Adelpih, and kept to the early hour. Only house to recritication, the contraction of the co

Musical Accent

is packing them in.

Missical Accent

Accent is undoubtedly on musical productions this year, headed by the three big, holdowers from the packet of the pack

Islae was also hospitalized and out of the cast for many weeks.

Contributions to the straight piny list included Tereone Risk.

Contributions to the straight piny list included Tereone Risk.

Contributions to the straight piny list included Tereone Risk and the straight of the straigh

Cherry Orchard" brilliantly played by Edith Evans. Sir Ralph Rich ardson and Sir Laurence Olivier being absent had a decided reaction at the boxoffice.

Best comedies currently drawing big money are the naval "Off the Record," now in its second year; Record," now in its second year,
"Traveller's Joy" and "Little
Lambs Eat Ivy." In farcial veln;
"The Happlest Years of Your Life,"
"The Perfect Woman" and the recently produced Robertson HareAlfred Drayton combination in
"One Wild Oat" look set for prolonged runs

longed runs.

Serious shows included "The
Chiltern Hundreds," held over
from last year: "The Blind Goddess," "Cockpit," "The Hidden
Years, "The Indifferent Shepherd," "Rain on the Just" (from a
promising new playwright, Peter
Watlingt, most of which had fair
to lengthy runs.

wating), most of which had fair to lengthy runs.

Among the many revivals staged about 50% proved profitable. Gordon liarker repeated his cockney was to be seen to dearn in "The Barretts of Wimpole Street;" John Gielgud made his return after two years in St. John Impalies flumys Edwardian comedy. Impalies the seen to be seen to

Father."

Elleen Herlie for her portrayal of Medea in Robinson Jeffers' version Medea in Robinson Jeffers' version Medea in Robinson Jeffers' version ductions by the Sadiers' Weils and Pannela Brown for "The Gloconda Smile." Michael Red-grave, "The Father," Joseph Callela, "All My Sons," Erle Portion," Peter united by the Media of the Media

"Traveller's Joy;" Mai Zetterling,
"The Wild Duck;" Fay Compton,
"Family Portrait;" Helen Hayes,
"The Glass Menagerle."

"Family Portrait," Helen Hayes,
"The Glass Menagerie."
Foreign importations of distinction included Kutherine Dunham
tion included Kutherine Dunham
tion included Kutherine Dunham
tion included Kutherine Dunham
the Commen Amaya with her Spanish
limited London season, and Carmen Amaya with respensively
the Spanish
that the Spanish
that the Spanish
the usual sellout booking for her
Haymarket engagement, will le
Haymarket engagement, will exknaurice Chevaller had his month's
dextended to five weeks, doing turnextended to five weeks, doing turnextended to five weeks, doing turnextended to five weeks, doing turnmay business. The Commelle
Francaise did excellently for its
proving far more popular than the
Italian companies, whose one week
at the same hone proved a finantion of the state of the state of the state
that the same hone provided a finantion of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state of the state
of the state of the state of the state
of the state of the state of the state of the state
of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of

burdened with the allen tongue.

American shows that held over
from last year, concluding lengthy
runs were "Anna Lucasta" and
"Life With Father." Also, among
American importations, Mae West's
profitable twice-nightly engagement at the Prince of Wales' in
"Diamond 'Lil."

Flows from American included.

"Diamord Lil".

"Polamord Lil".

Flops from America included.

Flops from More "Robustaber Manag." "Brubesque." "The

Lute Song" and "Family Fortrait."

Recurring ballet seasons were

Ballet Cor. the Che Bernations

Ballet Cor. the Che Bernational

Lil Ballet Cor. the Che Bernational

Ballet Cor. the Che Bernational

Ballet Cor. the Che Bernational

He Metropolitan Ballet. Ram

Gopal and his Indian dancers and

the standard Covent Carden pro
company. The Sadiers' Wells

company. The Sadiers' Wells

company.

#### Australian Gov't Adopts Control of Radio System

By ERIC GORRICK

Australian radio's flag of freedom is being hauled down and replaced by the emblem of governmental control. Bill to set up and reregime is being greenlighted by
the Ben J. Chiffey labor government would not graft an okay
the Green of the Bill never
story to commercials to use frequency
to commercials to use frequency
to the commercial to the frequency
to the commercial to the commercial so
to beyond first base because of
labor's terrific power in the Austic
political arena. In the Austic
Chiffey said that both FM and the PM and the PM

When questioned why the government would not grant an okay to commercials to use frequency modulation or television in opposition to the non-commercial and semi-governmental controlled Australian Broadcasting Commission. Childrey said that the proper service of the people and the covernment represented the labor's terrific power in the Aussie political area. 1948 the Jabor Throughou been working to bring radio under political control. Funny angle to the whole setup is that top politica over Aussie radio is not to be nationalized. Nevertheless, commercial operators know that the politics area for the political perators know that the politics area. video belonged to the people, and the government represented the people, thus the government of the people, thus the government of the right to these new developments in the entertainment field. He went on to say that minor radio stations realized they would be driven out of business if great monopolies controlled FM and video. If which makes the 1949

All of which makes the 1949 radio picture even more gloomy for the commercials.

Unshackling Radio

Unshaekling Radio
Throughout '48 nollitios Down
Under have been stressing the
need to "unshaekle" radio from
the clutches of major newspapers,
to be the control of the clutches of major newspapers,
to call commercial setups. Politicos
also claim that soapers practically
control the major air time over
the acc commercials, making it
best air dates. Politicos allegations are denied by the commercial
to the Aussie commercial
to the Aussie commercial
erage, made possible only by playing topline entertainment.
Throughout 1949 the Aussie gov-

Throughout 1949 the Aussie government will sponsor the non-commercial Australian Broadcasting Commission from Treasury coffers. Up to '48 the ABC took a major share of the \$4 license fee charged the local fans for yearly listening. Throughout 1949 the Aussie gov-ernment will sponsor the non-commercial Australian Broadcast-

Speaking on the Australian Broadcasting Bill, Prime Minister Ben J. Chifley declared he did not think radio should ever have been allowed to get out of the govern-ment's control. Sald that the BBC

#### Vet Aussie Impresario Reviews Show Biz Down Under. Circa '48

By SIR BENJAMIN FULLER with "Under the Counter" at His Majesty's theatre, Perth. She has been hereabouts for over a year and has yet to play Adelaide to complete her tour.

Will Mahoney Active

Wirth's Circus in Melbourne for the annual racing Cup Carnival and a host of smaller big tops con-tinue to dot the landscape.

I musn't forget to mention that entrepreneur Levitoff has been exploiting the Joselite Spanish Trio. One-man shows are having a

difficult time.

The Government Broadcasting
Commission gives well supported
concerts with more or less famous
soloists and the State Symphony
Orchestras, and the Private Stations satisfy the great majority of

difficult time

Quite an exciting year with Dan D. O'Connor, my codirector, pulling the hat trick. To those don't understand that piece of legerdemain, in cricket, taking three wickets with three successive balls entitles the bowler to the gift of a cricket cap. complete her tour.
Fullers are running a repertory
Fullers are running a r

of a cricket cap.

In this case, the first hit was the Boyd Neel String Orchestra, a delight, whose first house was its worst. What an artistic treat!

worst. What an artistic treat!.

The second was the Ballet Rambert. It cost us £ 15,000 for transportation from London of 40 people, props, wardrobe, electricals and scenery by sea and air. Their tour has been a triumph of organization and patronage.

Then the third, the Old Vic Company, from London, under the agris of the British Coun-

Will Mahonery Active
Will Mahonery at Trans vandewills at Cremorne, Brishane, and he
is also lessee of the Theatre Royal
in that city with occasional flyers
is traight play.

At Perth, Bruce Carroll is featuring Gladys Moncrief and a good
Capital. After the panto season
the Tivoli will be converted that on
ice rink, and when the Adelalde
one is exceted, and Brishane and
Aucktand follow suit, there willseas specialists on ice. Also the
international hockey teams.

Yankee Mayartee Diamond has acthe aegis of the Britism CounA heap of non-habitual theatre
patrons came to see, in the flesh,
Vivien ("Gone With the Wind")
Leigh, and Laurence "Pride and
Freindier") Olivier. Their repertore: "So of Six of County Teeth,"
In regard to the latter, there were
two sorts of dissatisfied patrons;
those who thought it drivel, (onecritic called it that), and those who
they have been considered to the county of the county
they have been considered to the county of the county said it was "divine" and thousand

international hockey teams.

Yankee Maurice Diamond has acquired the late George Sorlies' Big
Top and is to present a show
in Newcastle, which has a population of 150,000 and is "the Pittsburgh of Australia," with the largset steel works and subsidiaries
the subsidiaries of the property of the subsidiaries

With Circuit March 1997. N. Z. Army Show's Big Hit

ing therin.

N. Z. Army Show's Big Hit

Auditor vecord that looke like it may beach one one by American may be the one of the American ministrel George Williams at the Galety, Melbourne, in the 1898s, of over a two-year run, is the season of the control of the

Sir Ben Touts This One

Sir Ben Touts This One
Cockney Freddy Bamburger &
Pam—keep your eye on this couple
of chatter, patter and piano enteroffer of the patter and piano entering New York a thrill. Since Glay
Smith and his original partner 1
have never seen a better double,
have never seen a better double,
show at the Sydney Tivoli, in the
same bill as comedians Australian
Terry Scanlan and Englishman Bill
Terry Scanlan and Englishman Bill
Terry Scanlan and Englishman bill
Shakespeare, all three getting Terry Scanlan and Englishman Bill Shakespeare; all three getting great receptions and responses, showing the cosmopolitan outlook of Down Under audiences. "Annie Get Your Gun," with Evie Hayes and Webb Titton in the leads, looks set for a year at Sydney.

Evic Hayes and webp "litton's in the leads, looks set for a year at Sedads, looks set for a year at Sedads, looks are the leads, looks are the leads of the leads

Aussie 'Okla.!' Debuts In Melbourne Feb. 16

In Melbourun Feb. 16

"Oktaboma!" will make its Australian bow at His Majesty's Theatre, Melbourne, Feb. 16, with seven American thesps supported by domestic talent. Australian at the Australia a

#### **Buenos Aires Legit Biz** Doubles '47 Grosses. Mostly Due to Prices Up Ruenos Aires

Pienty of coin poured into legit coffers during 1948 in Argentina, and the Authors and Dramatics Society (Argentores), which checks for royaly collection, predets that 1947's estimated grosses of \$2,259,-000 will be almost doubled when the final count is made.

ton's a estimated grosses on \$2,000.

The presence of the first count is made.

Impresarios point out, however, hast-the-ingress-is-chiefly-due-in-hypoed admission scales, because the first country of the first country

ter.
Los Chavalillos (Rosario and Anlisteners. He great insporty of the stabilished and in tenace to show bit in most capital cities. Dogs everywhere. American professional tennis entrepreneurs have bellyached at financial results of their first invalid yet be another contender. No drive-ins yet, and keen hostlity is displayed wherever they are Business cancelly in the stabilish of the stabilish Ilsteners.

Also Chavallilos (Rosario and Annolling menace to show biz in most satisfying grosses in May-capital cities. Dogs everywhere. Jume-July, at the Minicipal thetrepreneurs have bellyached at infancial results of their first vasion. With proper facilities it vasion with the proper facilities it vasion. With proper facilities it vasion with the proper facilities it vasion with the proper facilities it vasion. With proper facilities it vasion with the proper facilities it vasion with proper facilities it vasion with the proper facilities it vasion with the proper facilities it vasion with proper facilities it vasion with proper facilities it vasion with the proper facilities it vasion with proper facilities it vasion with the proper facilities it vasion

### U. S.-British Good Will

Via Talent Exchange By VAL PARNELL =

(Managing Director of Moss' Empires Theatres, Ltd., and Controller of the London Palladium)

London.

The recent Palladium vaudevillessean seems to have fired British season seems to have fired British season seems to have fired British season seems to be that there has grown up, during the war believe the reason to be that there has grown up, during the war believe to reason to be that there has grown up, during the war believe for the season to be that there has grown up, during the war believe for the season to be that the war believe for the season to be season to

"Show Business Is Internation "Show Business Is Internation-al," Bud Flanagan said to Danny Kaye at the end of the memorable Royal Variety Performance held at the London Palladium in the pres-ence of the Royal Family on Nov. neve the reason to be that there is the London Palladium in the presents agrown up, during the war ence of the Royal Family on Nov. Years, a generation who, though leave not the property of the property of the Royal Family on Nov. Years, a generation two, the sent that other and the property of the Palladium of

#### South Africa Starting To Look Kindly On Comm'l Radio

Biggest amusement story of year-was provided by radio, with the publication of the long-swaried re-sport of the Broadcasting Commis-sion. This Commission sat early in 1947, 'Not much attention was paid by listeners, who regarded this inquiry as just another red herring of the South African Broadcasting Corp. to placate its antagonists. antagonists.

antagonists.

When report was finally tabled in the House of Assembly in March, 1948, it proved a bombshell, particularly as it 'strongly' condemned past policy of the SABS, accusing the corporation of extravagence, unbusinesslike handling of its affairs and slowness in technical improvements.

as arars and slowness in technical improvements.

Biggest surprise was the recommendation in the report that commercial broadcasting should be introduced, as it had been confidently predicted that this would report was strongly against the SABC being granted the handling of the new venture, on the grounds that this might stiffe healthy competition and also that the SABC, as a public utility corporation, with private enterprise. If suggested that licenses be granted to companies for experimental periods.

Commerce has not reacted favor-

Commerce has not reacted favor-Commerce has not reacted favor-ably to this decision, reasons being principally a rehash of those set out in the Commission's report, all summed up in the feeling that this monopoly will, in the long run, benefit neither listeners nor sponsors.

Language a Hurdle

Language a Hurdle

It will probably be at least two
years before the "C" network,
wars before the "C" network,
the "C" network,
is in active operation, as there are
many problems to be overcome.
Language will be a major hurdle.
South Africa is a bilingual country,
and SABC transmissions are at
Advertisers will probably demand
to call the tune so far as the language used in their programs is
concerned, whereas the Broadcasting Board will almost certainly not
of English. Endeavors will most
likely be made to strike a 50-50
basts.
Besides the language problem,

basis.
Besides the language problem,
the question of sites for new transmitters and their erection will take
some time, and an important item
is the complete new organization
that will have to be built up to
handle the whole question of sellling time on the radio, a hitherto
unexplored field so far as the SABC

is concerned.

Some doubt has been expressed whether this new venture will be able to overcome the very strong hold that Lourenco Marques Radio (Portuguese East Africa) has established.—This station has recently again found it necessary to extend its broadcast hours to cope with the demand from advertising, and it at present booked soldly for its 2000. Ed. (1997) the Johnschutz (1997) the John

12 hours dally.

Early in 1947 the Johannesburg
firm of Davenport & Meyer took
over the advertising management
of Lourenco Marques Radio, and
property of the State of the State
of Lourence Marques Radio, and
Richard Meyer are both experienced radio men, while Frank
Lamping, who is their chief radio
receutive, was before the war, assistent general manager of Radio
Ultiless, therefore, the SABC is

sistant general manager of Radio Normandy.
Unless, therefore, the SABC is able to obtain the services of radio is able to obtain the services of radio is able to obtain the services of radio in the services of radio in the services of radio in the services of the services of the services of the services of the services and consequent appeal to advertise and consequent appeal to advertise of international products, whereas the SABC will be able to potential of local manufacturers, storekeepers, etc., in the towns covered by their "C" programs. Further, the situation of Lourens that listeners in the southern cities, such as Cape Town, do not get consistently good reception, although the station has two 7,500-watt RCA order. Principal coverage is, therefore, in Transvaal, which has near-

ly 50% of total license-holders in the Union, although the station is well heard and listened to in all the other provinces, with the exception already mentioned of the ne Province

Cape Province.

The SABC will, if it can provide programs as popular as those from Lourenco Marques have become, find enough advertisers still unready field in the rest of South Africa. It is a fact that a local medium-wave station will always medium-wave station will always and should command the listenerably if it goves a good or better program than a short-wave one,

one interesting factor which emerges from the advent of com-mercial radio, is that the hitherto unknown listener's survey on the mercial radio, is that the intherto unknown listener's survey on the lines of Hooper and Crossley will have to be introduced to South Africa. Advertisers are bound to require information as to how their programs are getting across and will demand something of this na-

will demand something of this na-Televidon is still a long way of here and evil probably never he read evil probably never he read to the probably never he way the proposition owing to the vast distances between major cities, bridged only by thinly popu-lated villages. Even so, some ap-plications were 'made by private companies during the year to oper-ted by the probable of the pro-lemant of the pro-cess of the proposition of the pro-siderable time before of Govern-ment, which has ruled that video should also be under the control of the SABC. The Board of Govern-ors admits that it will be some con-siderable time before a pre-siderable time before a pre-siderable time before a pre-siderable time before a pre-tigation of the pro-siderable time before a pre-tigation of the pro-siderable of the pre-siderable of the pre-siderable of the pre-siderable of the pre-tigation of the pre-paration of the pre-tigation of the pre-paration of the pre-tigation of the pre-paration of the pre-paration of the pre-tigation of the pre-paration of the pre-tigation of the pre-paration of the pre-p

#### Yankee Talent Seen **Getting Plenty Dates** In Australia in 1949 By ERIC GORRICK

There'll be plenty of sweet coin-age available to Yankee talent in Australia during 1949, as yen for the Stars-and-Stripes zooms. This takes in legit, vaude-revue, nightclubs, radio and cinemas. The toppers back of this "Broadway of the Pacific" see 1949 as a lush year for flesh-and-blood.

year for flesh-and-blood.
Flying time from the U. S. to
Down Under is just four days. This
way makes it that much sweete
for the U. S. talent. Gulyspot right now its spot right now as
spot right now its sin out-take to
command pounds. It's hoped to
have this figure up-jumped before
long on strong plea to the powers
habeted.

thatbe.

Aussie flesh-blood hit record highs throughout 1948, with the Old Vic Co., headed by Sir Laurence Olivier and Vivien Leish, and the Baitet Rambert, imported by the British Cultural Countil D. D. O'Connor - Fuller - Carrol combo. (See detailed story by Sir Benjamin Fuller.)

Nightelub Build

#### Nippon Radio's Distinct Effort To Reflect Democracy at Work

By RUSS SPLANE

Badio in Nippon, through the nation's monepolistic Broadcasting Corp, of Japan, is making an effort to reflect the democratic tenor of the times. Progress since the end of the war has been story of the progress of the end of the war has been story of the progress of the end of the war has been story of the progress of the end of the war has been increased. The progress of the end of the progress of the progress

Second blg change which will make itself felt in 1949 is the launching of BCJ's first scientific listener's poll. Firm has made no real effort up to now to ascertain listeners' warts

The survival of the survival o BCJ is a privately-owned public

ceivers.

Manufacturers are turning out sets at the rate of about 70,000 at 150,000 are limited to this fluore and are limited to the fluore and are limited as they reached dealers shed as flower limited and are limited as the fluore are limited to the fluore are limited as the fluore are limited to the fluore are limited as the fluore are limited as the fluore are limited to the fluore are limited to the fluore are limited as the fluore are

tax is discouraging potential by the both of the both

SPLANE
foreign ownership. Several groups have already amounced their intention to launch a broadcasting tention to launch a broadcasting out all but a few. Estimated ceat of building one station is 100,000,000 yen (\$400,000), providing metalic could be found at all relative to the station of the station is a few parts of the station of the station area with a view to building a transmitter there that will eventue that the station of the

siesedy. BGV's network to a stellow, ancested in coxyanded to 112 early search and the stellow of the control o

#### FILM BIZ IN IRELAND **UPBEATS 10% IN '48**

UPBEATS 10% IN '48

The heavy backlog of American pictures waiting to be played off in Eire prevented any dislocation of bir due to the U. S. embargo when Eire prevented any dislocation of bir due to the U. S. embargo when 1947. Several distribs bought up a number of reissues and looked like they'd cash in until the embargo ended just when the last off. The result was that this first un houses began to play new American product before it played London, anaely, "Call Northside 777, et al.," These three were among the top grossers of the year. "The Best Years of Our Lives' was right on top with a 26-week run house helped biz, which was slightly up all round. A heavy line was the state of the seven the control office, and the improvement over 1947, is estimated at around 10%, although runs have been shortered to be a seven the control office, and the improvement over 1947, is estimated at around 10%, although runs have been shortered to the control office, and the improvement over 1947, is estimated at around 10%, although runs have been shortered to the control of the con

#### France as a Market for Americans In All Phases of Amusement Biz

Though prevailing political and economic conditions make it tough to prognosticate what Franco-American show biz relations will be like during the year ahead, the shadows cast by last year's record permit at least an idea of the current trend.

permit at least an idea of the current trend.
For American showmen, France is a market, a
source of material, a bridgehead and a turntable,
also, according to how they are situated, a playground or a headache. France is a market for American talent, for pictures, for playwrights for music,
and is becoming a market for radio productions and
may become one for video if and when French TV
gets out of what amounts to the lab siage. Also
for American equipment.

for American equipment.

Conversely, Franço is a source of creative talent in all phases which well in the phase which well in the phase which well in the American show bin pattern. Some of the recent Gallic bookings in N. Y. niteries cue to use of French music. Both Toncatway and followood can find lev video Montal Sales", and eventually some more live potentials. See the phase of the phase cannot are the phase of the phase of the phase cannot are the phase of the phase cannot be provided that the phase of the phase cannot be provided the phase of the pha

France in America via radio.

These trans-Atlantic exchange of values cannot be estimated only in dollars and cents. Both politically and geographically, France, even II temporarily fallen from her historically commanding position in world affairs, is still more or less a doorway to one by bringing U. S. and France closer tends to open by bringing U. S. and France closer tends to permit American dieds and way of life to percolate through the whole continent, and to maintain pacec. An American star, an American pleture, play or song, can be a most efficient weblief for American story and American story and the story of the contribution of

As a playround, Paree, if somewhat dimmed in its century-old splendor due to postwar economics and beaucoup bluenose shuttering, still retains worldwide glamor. So does the Rivlera, whose cli-mate and gambling both make a little heaven in a mate and gambling both make a little heaven in a very much war-shattered continent against which, as a headache, France is one of the continental coun-ries where postwar regulations are, in all phases, most distracting for American showmen, and gen-erally speaking for tourists.

#### Politicos' Lust to Keep Power

Most of the continent is going autocratic in a double effort of local politices to remain in power country from going to the dogs. Very few of them follow the lead of the Swedes, whose legislation for pictures, for instance, enacts practically no protective measures for their home-industry with the result that their home industry is doing comparatively better than in any other country, thus evitable to the country from the protection of the protection of the country of the protection of the pr

tively better than in any other country, thus evidencing the value of free transfer.

The French exchange regulations not only restrict he transfer home of pix revenue, but also restrict he transfer home of pix revenue, but also restrict he transfer home of pix revenue, but also rearings, but there are even hurdles on the latter. Katherine Dunham, for one, found that out. Their pix industry is protected now by a five-weeks-per-what amounts of discriminatory taxation and technician in French studios. Their legit branch is placing a ceiling on the amount of foreign adaptable of the pix of

exports.

It must be borne in mind that the French are themselves suffering from an economic crisis which legitimately or-no. is currently pauperizing the legitimately or-no. is currently pauperizing the America might be well advised to combat by converting some of its dole into indoctrination media. Show-wise, the economic crisis causes the popular content in the theatres, while about 2,000 people who make Paris cafe society pack the better niteries though the chapper amusements cannot do bushess, better the convergence of the content of the content of the convergence of the convergence of the content of the convergence of the conv

These very unhealthy conditions, translated in concrete terms, require no wizard to anticipate that during the coming year:

"1. Scarcity of legit production money and desire to avoid risks will result in many American adap-tations playing France even if with little profit to U.S. right-holders. Ambitious talk is heard here of producing some of the Broadway musical hits, like "Annie Get Your Gun" and "Oklahoma!"

Ann American group has thought of taking advan-age of the low cost of production here and of sisting talent to incept an Anglo-Saxon theatre hat would produce plays. In English. On closer guring it has not been found feasible without rossing a sea of red.

crossing a sea of red.

2. Desire to draw business will make those niteries or even theatest that can afford to pay salaments of the control of the control

scale) is easier for the bigger and better niteries. Biggest employer of American talent here is Pierre-Louis Guerin, whose floorshow is, financially, practically all-American, with such draws as the Debonairs, the Ben Yost singers and Chaz Chase, Guerin is now working hard to make the Ambassa-deurs, recently taken from Ciliford Fischer on a lease and purchase option basis, the rittest spot in Paris. The Bernard Bros. scored heavily there be-fore packing 58 Majestic club.

#### U. S. Scouts O.O. Talent

fore packing Sa Majestic club.

U. S. Scouls O.O. Talent

U. S. Latent scouts have fine-toothcombed France
lately. Joe Glaser Imported Yoninelli, now playing

U. S. William Morris and Jules Stein, among others,
how given interies and all shows the oo. without

U. S. bigtime, apart from singers.
Generally speaking. French operators won't take
the risk of paying U. S. salaries, even at a very
risk to guarantee part of it in dollars, the exchange
may make the deal far worse for them than originally planned, within a year, the unofficial rate
makes the deal far worse for them than originally planned, within a year, the unofficial rate
musichall producers prefer to cut the nut to the
some and use local names in revues.

Marcel Carrere, oceasionally, my pitt on an
Marcel Carrere, oceasionally, my pitt on a
been much of a market for American talent, though

It has been a source of vocal acts for U. S., namely,
Compagnons de la Chanson, Edith Plaf, Sug, Solidor,
S. Pictures are something else again. Motion
S. Pictures are something else again. Motion
Carthy aided by Rupert Allan, have done a job
which should earn them the gratitude of every
lichly-worder, besides that of the continental reps
diplomacy that even the French regard them very
lichly-They have set a very high standard for their
MFA successors, Gerry Mayer and Sugene Van Dee,
Which Should be the Serven of the some cannot
be estimated in terms of revenue. This is why the
folding of U. S. newsress for economic reasons is
to be deprecated it is the Present negator than benefits the
off their home product in U. S. But that is another
story.

story.

4. French National Radio is a government-owned and operated part of the amusement business. The trend there, due to shenaingians of some of the control of the state o

wetcome such U.S. producers as Ray Morgan, who may get them a break in U.S.

5. As to TV, it is still in diapers. France, may produce a certain amount of usable material, esperiodice a certain amount of usable material, esperiodice a certain amount of usable material, esperiodice and the still in the still interest and the still interest and the young the yook favorably on closing a deal with Borrah Minevitch to introduce their material in U.S., one of their main difficulties is that, whereas radio, one of their main difficulties is that, whereas radio angel it under current conditions.

6. American pop music is extremely popular here. The younger generation is cray about it. What it sanother matter.

7. As to American equipment, it is of course, much in use in the film industry. But American and on and Ty sets would be hard to market. Local the market.

exports.

"Iwenty Questions" and "Four thins of Knowledges," modelled sleegt, "modelled sleegt

#### Australian Film Theatres Forced to Meet Increasing-Costs Problem

By ERNEST TURNBULL
(Managing Director, Hoyts Theatres Ltd., Australia)

Sydney.

Several factors invest the forth-Several factors invest the forth-coming year with real complexities, and the capacity of the Australian exhibition industry to meet them will be taxed to the utmost. By comparison with the year 1939 for example, the uncontrollable costs of operating a theatire show very substantial increases.

costs of operating a theatre show very substantial increases. Advertising expenditure remains.

Advertising expenditure remains.

Advertising expenditure of newpaper space, radio time and general printing items have source,

the siminating the scope of printing items have source,

and control of the source of the source,

and the substantially increased astendances since 1389 have easel astendances increased astendances increased astendances increased astendances in the substantial season of the substan

entertainment. On the industrial fronts, union-ism has made great strides, and the application of a 40-hour week the application of a 40-hour week reduced the safety margin between outgoings and income. Australia today is in the midst of a semi-inflationary condition, and there is a clear danger signal that prices are outstripping wages. entertainment.

s Theatres Ltd., Austranas little remains of the pay envelope for entertainment once the rent, food, clothing and medical bills have been met, so much so that the bulk of picture-geers are shop-ping in a most discriminating way for the best show available, and wherever convenient, are by-pass-ing the others.

ing the others.

All these considerations inevitably must cut into theater receipts, and effective antidotes do not sugnate the control of the course, the great cure-all of better pictures. In yiew of all the circumstances, no Australian exhibitor can view his trading prospects for can view his trading prospect will certainly have to operate his theater with the utmost vigor and apply the arts of showmanking in their fullest and best sense.

their fullest and best sense.

Twelve months ago, British product showed great promise and attracted patronage to match the performances of the long-estable the ground so quickly won has not been held. The year has been deltinguished by the success of deltinguished by the success of Kingdom, but on the debit side, is a disturbing percentage of comparative fallures. I believe this tory and look forward to the new year telling a much happier story. Comedies and comedy dramas

outgoings and income. Australia year telling a much happier story. Today is in the midst of a seem. Comeles and comedy-dramas millationary condition, and there of every-day life are, what Australia year outgroups wages.

Upped Cests

Upped Cests

Upped Cests

Upped Cests

Over-apphals on heavy drama and companying the content of the problem; pictures as far as this country is concerned is a costly concerned; as except the essentials to living. Present on to screen, we have a really good film the problem of the public of the problem of the public of the problem.

#### South Africans Take Their Pix Very Seriously

ish showing.

For me 1948 was a year of travel, with just that mixture of pleasure and business that maintains lively interest in new surroundings and escapes boredom.

After the U. S. I decided to try After the U. S. I decided to try something where the pace was a little slower, and the first choice was South Africa. As there had been an interval of about 35 years since my previous visit, I was prepared for some changes, but not quite so many as I found.

quite so many as I found.

The first reaction was the nearAmerican complexion of the principal cities. That goes for cars,
cipal cities. That goes for cars,
sets, lukeboxes, films, musical insets, lukeboxes, films, musical insettuments and even clothes imported from the States, while the
United Kingdom supplied woolen
goods, seotch whisky, machinery.
china, planos, and about 30% of
china, planos, and about 30% of

the cars.

South Africa has great future possibilities, but there's one big problem—the native question. The white population of the whole population of the whole control of the problem—the population of the whole control of the problem of the population of the whole control of the problem of the problem

in influx of Europeans, but also sources. Secretarism

Secretarism

The population is divided into welcome to all from President per artisans, particularly in the curitural side. South of the curitural side of the source with the curitural side. South of the curitural side of the source with the curitural side. South of the curitural side of the source with the source of the source with the source with the source of the source with the so and anyone with capital, to develop modustry.

outbral side. South Africa, like many other newly developed countries, somewhat lags behind and is rather toneclous of the control of the countries, somewhat lags behind and is rather toneclous of the countries, some high class concerts, is the some high class concerts, is the the Bioscope. In, the more important cites like Cape Town, Johannes-ties like States and England, where a with the ties of the countries of the countri

(Co-Managing Director, Francis, Day & Hunter) half consists of a newsreel, a car-toon and about a dozen advertising shorts. Then comes the interval and the second half with one fea-ture picture. Good American films often get a release prior to a Brit-

ish showing.

I found the higgest change in Johannesburg. In 40 years it has grown from a mining camp into a mining tarm pinto a miniature New York. It accounts for about 35% of the world's gold. One of the big eyesores around Johannesburg is the dumps from which the gold has been extracted, Johannesburg as the discontinuity of the contract of the

The language is bi-lingual, Eng-lish and Afrikaans, and by law all notices must be in both. All broad-cast announcements must also be in both languages.

Broadcasting, as in England, is practically a government mono oly and derives its revenue fro the issue of licenses to the owne

of receiving sets. of receiving sets.

Due to the lack of home talent,

a considerable amount of broadcasting is done by means of gramophone records and transcriptions
purchased from the BBC or American broadcasting companies.

Segregation

#### Loses Appeal on Tax Rap

Mike Potson, former owner of Colosimo's, lost his appeal of his two-year prison sentence in Chi federal appeals court. Court confirmed lower court's finding that Potson had evaded payment of 5162,166 in income taxes for years 1940 through 1943.

tion in 1910.

Radio continued under state control, with C. E. Kelly, deputy director, being upped to director to succeed John Brennan, who re-

treed. The proper of the control of

the year before was held in London and was responsible for the threat of proceedings against ASCAP under the Sherman anti-rust laws by the U.S. Government, with the result that, although repart of the ASCAP had, already left for ASCAP had, already left for the Confederation, the Society hastily withdrew from the Confederation.

At B.A. practically all countries sent delegates from their national performing rights societies with the exception of the U.S.

The Confederation, as a matter of fact, is perfectly harmless. It gives an opportunity for delegates the confederation of the confedera

#### Nationalist Victory at Polls Tightens South African Amusement Spending

= By JOE HANSON =

There is nothing of great portent for 1948 except that general polynome of 36 stc. 36 st in control of the state of the st

office.

Attitude, noted last year, of cinema fans picking and choosing their pictures, is still more marked. Good business can still be done by think of a few that have played here during the year, "Night and Day," "Gentleman's Agreement." "Joison Story," and, on the English side, "Hannle" and "Spring in Park Lane." Anything mediocre can only be relied upon for a short and the still provided the still provid

The industry, generally, has since the close of the war adopted a mark-time attitude. With acute housing shortages still imposing restrictions on any but the most urgent building, the erection of new theatres is still a long way off, and the threatened influx of the and the threatened innux of the major companies has not yet mate-rialized. Thus, although most of the big producers have representa-tives now established in South Africa, they are content to release through existing channels.

Reshuffle Outlets

Some reshuffling has taken place in these outlets. Towards the end of the year RKO concluded a deal with 20th-Fox to release on latter's local circuit, and Sir Alexander Korda Productions have changed over from 20th to African Consoli-dated Theatres. Production of full-length fes-

local circuit, and Sir Alexander Rord's Production a have changed the the Rord's Production of Tull-ength Foduction of Foductio

attraction.
Difficulties of legit here are exemplified by the fact that two companies that have been touring in
straight plays have, had to give up
attraight plays have, had to give up
ed by Nan Munro and the olser
by Marda Vanne and Gwen Pirangcon-Davies: under the direction of
African Consolidated Theatres.
These artists publicly depired the
These artists publicly depired the
South African audiences stage by
South African audiences.

Government Theatre

Only permanent touring company now left is the South African National Theatre, a group which was launched in March with the aid of a government grant. They not only play the larger cities, but do one or two-night stands in every do one or two-night stands in every do one or two-night stands in every town possessing a hall and a siz-able population. So far two tours have been carried out, presenting both English and Afrikan plays, but the financial results have not been made public.

been made public.

Besides this, a repertory company operates in Cape Town under the direction of Brian Brooke, a young English actor. Starting a couple of years ago, the venture met with initial setbacks and difficulties, but is now established and popular, and appears to be battling of the proper of the pro

verses.

In addition, legit has to a large extent been kept alive by amsterd framatic companies that have achieved a high standard in presentation of worthwhile plays in places like the Little theatre in Cape Town and the Library theatre, Johannesburg, Difficutly has always been the lack of suitable theatres, and a step in the right direction has been taken by the es-

#### Ronnie Scotland Invaded Edinburgh Festival, By Yankee Vauders

By GORDON IRVING

Vaudeville audiences in Scotland saw, in 1948, the higgest-ever inva-sion of American artists. Majority topped music-hall bills, mainly at Glasgow's No. 1 vaudeviller, the

topped musicabal nis, manny air Glasgow's No. 1 vauderlier, the Most successful were Martha Raye, the Bernards, Jack Durant, Age, the Morards, Jack Durant, Yorl Royal Guards, Last-mentioned went on from Glasgow to score heavily in summer show at Edinburgh and Charles, and the Company of the

#### Danish Amus. **Biz Nosedives**

By VICTOR SKAARUF

By Ittoos Skaakup

By Victor Skaakup

Danish boxoffices have tumbled while the costs and taxes are still high. Worst hit are the cafes. The light, Worst hit are the cafes. The light was and the light was and the light was and light was and light was and light was a light was and light was a light was

would have had last year as the first-run theatres. The legit theatre in Denmark in the legit to the government with reference of the process of the government all-the-year-round in the process of the process 'Charley's Aunt' A Hit

old minstrel, Sir Harry Lauder, in the circle) was a memorable event the circle) was a memorable event. Despite strong press criticism re lack of new gags and fresh material control of the programs of the programs of the programs from the program from the programs from the program from the progra

Leading Comics

#### Top Musical Event, Draws Many Visitors

Draws Many Visitors
Glasgow.

Biggest event in Scottish music
in 1948 was the Edithourif, Petrival
of Minic and Drama. Over 250,000
Minic and Drama. Over 250,000
Minic and Drama. Over 250,000
For three weeks in AugustSeptember, Edinburgh becomes the
capital for the second featival.
For three weeks in AugustSeptember, Edinburgh becomes the
scene of an orgy of international
from Rome and the Concertgebouw
from Amsterdam, in addition to
five British orchestras, gave controm Amsterdam, in addition to
five British orchestras, gave
concrets last year. Names of Platiand Segovia indicate the type of
solioists booked.
Only one regret was expressed.
Supping directions for the
supplied of the second of the
supplied of the
s

000).

Oper False to Fay Off

Only the opera failed to pay its way. The Glyndebourne Opera was to opera-house addoining his mansion in Sussex. Ljuha Wellsteh, the Bulgarian soprano, was this year's discovery' among the multi-For rest of the year, Scotland is dependent for opera on the long-stablished, peripatetic Carl Rosa company, and for orchestral music mainly on the Scottish orchestral music additional control of the Control

Mathew, impressionst Janet Brown, and pinaist-singer Nicky Kid. Beves 30-00d concerts in Glasgow and song are the tatented famelies, and the state of the tatented and the state of the sta

#### Legit Shows In Upswing In Eire; Vaude Slips

By MAXWELL SWEENEY

Dublin.
There was a definite upswing in biz in Irish legiters in 1948, al-though the year was not notable for the property of Dublin

But acting acquisition of the year was Walter Macken, formerly known only as a playwright. Martin Molloy, a comparative newcomer, is the best best among dramatists; at the period of th takers, "by George Shiels, and Lennox Robissons "The Lucky
Finger"; and "The Drums Are
Out," a not very inspiring piece
Out," a not very inspiring piece
These productions were directed
Drills Monos, who also did new
productions of "Blind Man's Bart"
and "Munops, who also did new
productions of "Blind Man's Bart"
and "Munops, who also did new
Macken). Rest of the year was
filled with oldies. Heavy fourist
bit during the year brought a good
Blied with oldies. Heavy fourist
bit during the year brought a good

Revival of Albey's status appears, to have stimulated Irish playwrights, and three new works are skedded for early 1949, but none is forthcoming from new writers.

second or early 198, but none is of corticoming from new oriters. Some of the control of the con

done but failed to pull audiences.
Biggest draw of the year was
Mrs. H. T. Lowe-Porter's chronicle
play, "Abdication," hased on Eddone of the pull and the state of the dedone of the de-

Best New Work Micheal MacLiammoir's "The Mountains Look Different" was the best new work by an Irish author, but-got severe handling from local critics because of its theme. It's about an Irish hick theme. It's about an Irisu nice, who unknowingly marries a prostitute and brings her home to his father, who turns out to have been one of her patrons.

A revival of Denis Johnston's
"The Moon on the Yellow River"
reawakened interest in the work of
this dramatist, who has now gone
into radio and television.

into radio and television.

Plays at other theatres had little
to commend them, except for a
bold effort by Pat O'Connor, who
produced "The Icenan Cometh'
with a moderate degree of success,
although ham pered by a cast
largely made up of part-time players.

Plays at other thetries had little
Plays at other thetries had little
bod effort by Pat O'Connor, who
produced 'The Iteman Comment'
with a moderate degree of success,
stituogh h an per ed by a continue playstrong made up of partime playcra.
Departure of players for fine the playcontinues to be a drain on Irish
continues to the drain on Irish
continues to be a drain on Irish
continues to be a drain on Irish
continues to the drain

age of comedians. Apart from James Obea, who plays Dublin wide plays a proper of the plays by the plays of the plays and plays the plays of the play

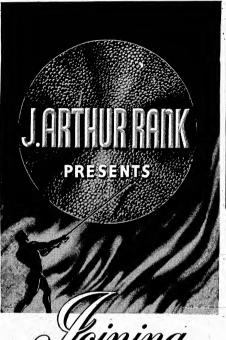
Royal for Christmas and Importing the Kayes Bros, Continental Circum. While opers took an upsoing even sharper than legit stage, concert names were not such a big draw, apparently due to high addraw, and addraw, and addraw, and addraw, and addraw, and addraw, and a decided a high addraw, and a decided a number of continents and for most of the year and a decided and a

#### China Show Biz **Balked by NG Pay**

By HAL P. MILLS

Show bir in this once heefte city
has vanished into the anaconda of
all things temporal—the past. In
other words, show bir is dead. Any
other words, show bir is dead. Any
to Shanghal to ny
to Shanghal
to ny
to Shanghal
to ny
to Shanghal
to ny
to Shanghal
to S







THE RANKS OF SCREEN IMMODIA

Laurence Oliviers
"HAMLET"

IRELEASED THROUGH LINIVERSAL INTERNATIONALS

Powell and Pressburger's THE RED SHOES!

(RELEASED THROUGH EAGLE LION) COLOR BY TECHNICOLOR







#### WORTHY SUCCESSORS TO COME . . .

#### "SCOTT OF THE ANTARCTIC"

COLOR BY TECHNICOLOR

Storring JOHN MILLS . A MICHAEL BALCON-EALING STUDIOS PRODUCTION . EAGLE LION RELEASE

#### "THE BLUE LAGOON"

COLOR BY TECHNICOLOR

Storring JEAN SIMMONS and DONALD HOUSTON . A GILLIAT LAUNDER PRODUCTION
UNIVERSAL-INTERNATIONAL RELEASE

#### "CHRISTOPHER COLUMBUS"

**COLOR BY TECHNICOLOR** 

Starring Fredric March with Florence Eldridge • Kathleen Ryan; Linden Travers; Francis L. Sullivan • A Sydney Box-gainsborough Production • Universal International Release

#### "SARABAND"

COLOR BY TECHNICOLOR

Storring STEWART-GRANGER, FRANCOISE ROSAY, JOAN GREENWOOD, FLORA ROBSON

A MICHAEL BALCON-EALING STUDIOS PRODUCTION - EAGLE LION RELEASE

#### **BLANCHE FURY**

COLOR BY TECHNICOLOR

Starring STEWART GRANGER and VALERIE HOBSON · A CINGUILD PRODUCTION · EAGLE LION RELEASE

#### "NEVERMORE"

Storring ANN TODD, CLAUDE RAINS, TREVOR HOWARD · A CINEGUILD PRODUCTION · Directed by DAVID LEAN · UNIVERSAL-INTERNATIONAL RELEASE

...and many others of equal importance!









LOCATED IN THE HEART OF WAIKIKI FEATURING EXCELLENT ORIENTAL AND AMERICAN (KAU KAU) FOOD. THE MAGNIFICENT GUNG HO COCKTAIL LOUNGE.

WAIKIKI LAU YEE CHAI IS RECOMMENDED BY DUNCAN HINES IN HIS BOOK "ADVENTURES IN GOOD EATING"

AS ONE OF THE BEST EATING PLACES ALONG THE HIGHWAYS AND CITIES OF AMERICA.

> SEASON'S GREETING TO OUR FRIENDS ALL OVER THE WORLD AND SINCERELY WISHING HEALTH, HAPPINESS AND PROSPERITY TO EVERYONE. ALOHA NUI LOA. TATS.

## THE SKY ROCKETS ORCHESTRA

FROM THE LONDON PALLADIUM SEND GREETINGS TO ALL THEIR AMERICAN FRIENDS AND HOPE TO SEE THEM ALL AGAIN SOON

> Direction:-CHARLES L. TUCKER'S ENTERPRISES LTD. & ROBERT LUFF.

### TIVOLI CIRCUIT AUSTRALI

CURRENT ATTRACTIONS:

TIVOLI THEATRE, MELBOURNE

FREDDIE BAMBERGER AND RAM . PHYLLIS ROBINS . JACK STOCKS ● NORMAN LAWRENCE ● THE HARTNELLS ● DUMARTE AND DENZER . WILFRED BRITTON AND CO. . THE SKATING MERENOS ● REMARKABLE REX RAMER ● JEANNE FRANCIS AND JERRY GREY.

In Association:

TIVOLI CIRCUIT NEW ZEALAND LTD.

KERRIDGE-ODEON, R. J. KERRIDGE, Managing Director

EMPIRE THEATRE, SYDNEY

#### TESSIE O'SHEA ERIKSON . MARIE LOUISE AND CHARLES

TIVOLI THEATRE, SYDNEY By Arrangement With DAVID N. MARTIN
J. C. WILLIAMSON THEATRES

**GRAND OPERA SEASON** 

Overseas Representatives:

LEW and LESLIE GRADE LTD.
Regent House
235 Regent House
London W.1

LOS ANGELES SAM KRAMER Orpheum Theatre Building

846 South Broadway

#### "ANNIE GET YOUR GUN"

gement with Rodgers & Hammerstein and Chappeli & Ca., Ltd. COLISEUM, LONDON

#### "LILAC TIME"

Opening HIS MAJESTY'S THEATRE 1949 Season and Tour

"The BARRETTS of WIMPOLE STREET"

ON TOUR

ement with Rodgers & Hammerstein and Chappell & Co., Ltd. NATIONAL COMPANY GLASGOW SEASON

#### "SONG OF NORWAY"

ement with Chappell & Co. and Irwin Lester
ON TOUR

#### "WALTZES FROM VIENNA"

**TOUR AND LONDON PRESENTATION IN 1949** 

#### "CHARLEY'S AUNT"

HIS MAJESTY'S THEATRE, TOUR TO FOLLOW







LONDON - MANCHESTER - BIRMINGHAM - SHEFFIELD - BOURNEMOUTH - NORTHAMPTON - PLYMOUTH

## **GREETINGS**

## E LITTLER

31 ST. MARTIN'S LANE, LONDON AND PANTOMIME HOUSE, BIRMINGHAM

#### THE PALACE THEATRE and THE LONDON CASINO

Two of London's Best and Largest Musical Comedy Theatres Both Controlled by TOM ARNOLD and EMILE LITTLER

## STOLL THEATRES CORPORATION, LTD. ASSOCIATED THEATRE PROPERTIES (London) LTD.

Chairman and Managing Director . . . PRINCE LITTLER

TELEGRAMS: OSWASTOLL LESQUARE, LONDON STOLL OFFICES
LONDON COLISEUM
LONDON, W. C. 2

TELEPHONE: TEMPLE BAR 1500

**GREETINGS FROM LONDON** 

AND

A HAPPY NEW YEAR
To All My American Friends

### HERMIONE GINGOLD

"SLINGS AND ARROWS"

COMEDY THEATRE, LONDON, S.W. 1.

SEASON'S GREETINGS

FROM

## CHARLES L. TUCKER'S

ENTERPRISES, LTD.

PERSONAL MANAGEMENT OF ARTISTS

DIRECTORS: CHARLES L. TUCKER SYDNEY GRACE DAVID DRUKKER

THEATRE - FILMS - RADIO - VARIETY

17 SHAFTESBURY AVE. LONDON, W.1 ENGLAND

# Representing The World's Greatest Attractions

1888-1948

WE EXTEND CORDIAL GREETINGS TO OUR AMERICAN ASSOCIATES, THE WILLIAM MORRIS AGENCY, AND TO ALL THE ARTISTES AND MANAGEMENTS WHOM WE HAVE THE PLEASURE OF SERVING.

WE ARE PROUDLY CELEBRATING OUR SIXTIETH ANNIVERSARY AS THE LEADING AGENCY IN EUROPEAN SHOW BUSINESS.

FOSTERS' AGENCY
HARRY FOSTER
LESLIE MACDONNELL

Piccadilly House, Piccadilly Circus, London, S.W.1.

LONDON CALLING

## KEITH PROWSE . CO. LTD

SEASON'S GREETINGS

LOUIS BERNSTEIN—MAX DREYFUS—FRED FORSTER SAM FOX—LOU LEVY—JACK MILLS—ABE OLEMAN JACK ROBBINS—ELLIOTT SHAPIRO

42/43 POLAND STREET LONDON W. 1, ENGLAND TELEGRAMS-ACADEMY, RATH, LONDON. CABLES-STALLS, LONDON. CODE-WESTERN UNION 5 LETTER EDITION.

## IRWIN DASH

LONDON Calling . . .

WATCH THESE IN ENGLAND IN 1949 WATCH THESE IN THE U. S. A. IN 1949

'IN MY DREAMS'

Thanks to JOE DAVIS \*

**1'D RATHER BE** WRONG THAN BE SORRY'

Thanks to SOL BOURNE

\* THE CRYSTAL GAZER'

An English Surprise!

'STREET OF REGRET

Thanks to LOU LEVY and many others

diegerikistin.

'WHEEZY ANNA'

(LEEDS) Recorded by PRIMA SCALA

'ALL OVER ITALY (FFIST)

Recorded by PRIMA SCALA

'MY FIRST LOVE MY LAST LOVE

By BILLY REID (ROBERT MUSIC CO.)

'BY CANDIELIGHT

SEASON'S **GREETINGS** 

1948/49

FROM

**ENGLAND** 

TO AMERICANS

BY

AN

**AMERICAN** 

IN

LONDON

LEE EPHRAIM

CURRENT ATTRACTIONS

"CARISSIMA," Palace Theatre, London

"DON'T LISTEN, LADIES," Booth Theatre, New York



ORGE &

1948

**"SKY HIGH** 

LONDON PALLADIUM

CHEERFUL WIT

BOLES

RECORD SUMMER SEASON SHOW NEW OPERA HOUSE, BLACKPOOL

NAT JACKLEY in "PICCADILLY HAYRIDE"

"TROUBLE IN THE AIR"

Freddle JIMMY FRINTON & EDWARDS

SID FIELD

the Pulitzer Prize Play
By MARY CHASE

HARVEY

Cheerful Charlie Chester

PICCADILLY

HAYRIDE" HIGH" **2 ROAD SHOWS TO BE ANNOUNCED** 

SCREEN PATRICIA ROC

"THE PERFECT WOMAN" Stanley Nigel
HOLLOWAY PATRICK
TWO CITIES COMEDY FOR J. ARTHUR RANK

22 HALF MOON ST., LONDON W.I. PHONE GROSVENOR 2992/4 いっていったったいったいったいったいったいったいったい

# A Happy New Year

To All Our Friends in U.S.A.

CHARLES B. COCHRAN

ANTHONY VIVIAN

**Now Presenting** 

"BLESS THE BRIDE"

By A. P. HERBERT and VIVIAN ELLIS

(First Performance Adelphi Theatre, London, April 26th, 1947)

LONDON'S LONGEST RUN OF A CURRENT MUSICAL

In Preparation

A New Light Opera by the same Author and Composer

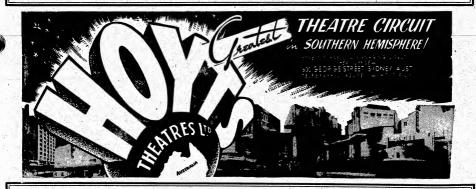
# VERA LYNN

BEST WISHES TO ALL MY FRIENDS IN AMERICA

and Particularly

WILLIAM MORRIS AGENCY
FOSTER AGENCY
"TOOTIE" CARMARATA
LONDON GRAMOPHONE COMPANY
LENA HORNE
ANDREWS SISTERS
DANNY KAYE

Thanks to All Disk Jockeys for Playing My Records



## TED HEATH

SENDS GREETINGS FROM LONDON

AND INVITES YOU TO

LISTEN TO HIS MUSIC

# **GREETINGS**

from

## GABRIEL PASCAL

**-1949** 

PRODUCTION PLANS

include

One BERNARD SHAW PICTURE

One PICTURE STARRING DEBORAH KERR

One PICTURE STARRING JEAN SIMMONS

# M. P. M. ENTERTAINMENTS CORP. LTD.

199 PICCADILLY, LONDON, W. 1.

Greetings to All Our Friends in America

GENERAL MANAGERS

CHARLES MUNYARD

REPRESENTATIVES for

INTIMATE THEATRE GREEN
PAVILION THEATRE, Newport
OUEEN'S THEATRE, Minehead

## SEASON'S GREETINGS

TO ALL MY FRIENDS IN AMERICA

Will See You Soon Sailed, New York, "Caronia," January 4

# MAURICE WINNICK

18, St. George Street Hanover Square London, England

NEW YEAR'S GREETINGS TO ALL OUR FRIENDS IN AMERICA

# DUCHESS PRODUCTIONS, LTD.

LONDON, ENG.

Managing Agents:
DUCHESS THEATRE
DUKE OF YORK'S THEATRE
SAVILLE THEATRE

Directors:
MARIANNE DAVIS
LEIGH STAFFORD
EDWARD HORAN

# Compliments of the Season

### LINNIT and DUNFEE Ltd.

28, Brook Street, London, W. 1.

AMBASSADOR'S THEATRE

JOAN HAYTHORNE ARNOLD BELL

LIONEL MURTON

JEANETTE TREGARTHEN

LITTLE LAMBS EAT IVY

A Comedy by Nael Langley . Directed by Charles Hickma

CAMBRIDGE THEATRE

YOLANDE DONLON

NOEL LANGLEY'S

CAGE ME A PEACOCK

Music by Eve Lynd

A New Musical Directed by Charles Hickma

COMEDY THEATRE

HERMIONE GINGOLD and WALTER CRISHAM

in a New Intimate Revue

SLINGS AND ARROWS

Devised by Hermione Gingald and Charles Hickman Directed by Charles Hickman

GARRICK THEATRE

ROBERTSON HARE and ALFRED DRAYTON

A New Farce by VERNON SYLVAINE

ONE WILD OAT

Directed by Richard Bird

ST. MARTIN'S THEATRE

FAY COMPTON

ANTON WALBROOK WALTER FITZGERALD MILES MALLESON

in Max Faber's adaptation of

THE WILD DUCK

Directed by Michael Benthall

VAUDEVILLE THEATRE

MARJORIE FIELDING MICHAEL SHEPLEY

THE CHILTERN HUNDREDS

W. DOUGLAS HOME'S Comedy

Naw in its Second Ye

Moss Empires Ltd.

LONDON W.C.2.

Chairman: PRINCE LITTLER

Managing Director: VAL PARNELL

OPERATING THE BIGGEST CHAIN OF 'LIVE' THEATRES IN THE WORLD



To All American Friends Who Have, or Have Not Had The Thrill of Playing the London Palladium.

la Paent

SEASON'S GREETINGS

FROM

# REG CONNELLY

CAMPBELL, CONNELLY & CO., LTD., LONDON

THE GREAT BRITISH SUCCESS

### "TIME MAY CHANGE"

Which followed "A Tree in the Meadow" will be released in America early in 1949

CAMPBELL, CONNELLY, INC. 565 Fifth Avenue, New York

TO OUR FRIENDS
ALL OVER THE WORLD
WE SEND
GREETINGS!!

Southern Music Publishing Co. Ltd.
Liber-Southern Ltd.
Latin-American Music Publishing Co. Ltd.

London W. C. 2

Season's Greetings from

# PHYLLIS DIXEY

Can Always Guarantee Acts 15 to 20 Weeks in England but They Must Be Reasonable in Price

Communications direct:-

101, Albion Gate,

# The Season's Greetings

FROM

Jack Hellin

HIS MAJESTY'S THEATRE OFFICES

LONDON, S.W.1

from

# BIL RID

and THANKS TO YOU FOR ANOTHER WORLD-HIT IN

### THE MEAD

Congratulations and thanks to REG. CONNELLY, LOUIS BERNSTEIN and the SHAPIRO-BERNSTEIN ORGANIZATION for a Wonderful Promotion

> MY BEST WISHES FOR A SIMILAR SUCCESS TO LAUREL MUSIC CORPORATION WITH

## "ANYTHING I DREAM IS POSS

**Bill Reid Publications Limited** London, Dec. 1948

SEASON'S GREETINGS AND ALL GOOD WISHES

TO ALL OUR AMERICAN FRIENDS FROM

# **LEW and LESLIE GRADE, Ltd.**

235-241 Regent Street, London, W. 1.

TELEPHONES: Regent 5821-2-3; Regent 5592-3

CABLES: GRADAGE LONDON

## BERMANS-

BRITAIN'S FOREMOST FILM COSTUMIERS-

WISH ALL THEIR FRIENDS IN THE INDUSTRY

A Happy and Very Successful New Year.

M. BERMAN, Ltd.

COSTUMIERS OF FILMS

London Office: 18 Irving Street, Leicester Square, W.C. 2 Whitehall 5726/8

U.S.A. Office: 4519 Sunset Boulevard, Hollywood, California

### SEASON'S GREETINGS

TO

### ALL OUR FRIENDS IN AMERICA

FROM THE DIRECTORS OF

# FRANCIS, DAY & HUNTER, LTD.

#### ASSOCIATED COMPANIES:

UN MUSIC PUBLISHING CO., LTD	. LONDON	PUBLICATION FRANCIS-DAY	PÁR
AAGNA MUSIC COMPANY	. LONDON	FRANCIS, DAY & HUNTER GM.BH .	BERLI

# HYMAN ZAHL

WISHES TO THANK ALL HIS FRIENDS IN

## AMERICA

FOR THEIR WONDERFUL GUIDANCE & CO-OPERATION DURING HIS RECENT **BUSINESS VISIT** 

THE ZAHL AGENCY CHANDOS HOUSE 45-46 CHANDOS PLACE LONDON W. C. 2

TELEGRAMS: "STAREVUE" LESQUARE LONDON TELEPHONE: TEMPLE BAR 7255 (3 LINES) GENERAL MANAGER: CYRIL BERLIN

ZAHL AGENCY, INC. 1619 BROADWAY NEW YORK, U. S. A. PLAZA 7-3158

PERSONAL DIRECTION: IVAN MOGULL

## F.J.B. (THEATRES) LTD.

Managing Director F. J. BUTTERWORTH ESQ.

"ENGLAND'S LARGEST INDEPENDENT CIRCUIT"

HEADLINE AND SUPPORTING ACTS ALWAYS REQUIRED FOR:

Hippodrome BOURNEMOUTH:

Palace GRIMSBY: Hippodrome NORWICH:

Hippodrome ASTON (BIRMINGHAM):

**Empire BRISTOL: Empire YORK:** 

Hippodrome WOLVERHAMPTON:

Theatre Royal LINCOLN:

Savoy SCUNTHORPE (LINCS):

Bedford Music Hall CAMDEN TOWN (LONDON)

English stars played include "Old Mother Riley": Max Miller: Vic Oliver: Reid and Squires: Vera Lynn: Eric Barker: Lew Stone Band: Jack Jackson Band: Billy Cotton and Band: Big Bill Campbell Show: "Ignorance Is Bliss" radio feature: Carroll Levis, etc. We have also had the pleasure of playing Stan Laurel and Oliver Hardy and have booked to play John Boles. Others in negotiation.

ARTISTES-MANAGERS-AGENTS ARE INVITED TO COMMU-NICATE WITH THE EXCLUSIVE BOOKING AGENT FOR THIS CIRCUIT.

## FRANK POPE (NATIONAL THEATRICAL VARIETY AGENCY)

35 PANTON ST., HAYMARKET, S.W.1.

Telephones Abbey 4877-4878-4879 Telegrams NATVARY LESQUARE LONDON

# Season's Greetings to All My Friends **LOVE AND KISSES BUD FLANAGAN**

Still at VICTORIA PALACE LONDON

ALL GOOD WISHES TO MY AMERICAN FRIENDS

from

# CARROLL GIBBONS ORCHESTRA

Playing at the

SAVOY HOTEL RESTAURANT

LONDON

GREETINGS

TO ALL OUR FRIENDS

IN U.S. A. AND CANADA

# THE HOUSE OF FELDMAN

Special greetings to my very good friends Herman and Willie Starr with very many thanks for their warm hospitality and kindness shown during my recent visit which made it one that I will always remember.

My best wishes and thanks also to the staff of Music Publishers Holding Corporation and to my numerous friends among the American Music Publishers for their kind help and cooperation.

**Managing Director** 

## Season's Greetings

To All My Friends In the U.S.A.

# SID FIELD

Two Cities Film "THE CARDBOARD CAVALIER" "HARVEY"

PRINCE OF WALES THEATRE LONDON, W.1.

**Direction: LEN BARRY** ARCHIE PARNELL & CO., LTD. 3, Golden Square, London, W.1.

Producer and General Manager

# LE LIDO LES AMBASSADEURS (PARIS)

Congratulations to



on Its 43d Anniversary!

### Austrian 'Eroica' Budget Sets Postwar Pix Record

The postwar record figure for a single film of 5,500,000 schillings (4,550,000) has been spent on 6,550,000 schillings with the second film of 5,500,000 schillings, will be second film of 5,500,000 schillings, will be given to needy Viennees children, it's announce, schildren, it's announce in the second film of the second fi

nese children, it's announced.
The reason for the record budget is that production was first started in 1947 by a new firm with a capital of 2:000,000 schillings. Soon afterwards the nut was spent, with only 300 finished feet of cellujoid. In 1948 director Karl Harl was called in to finish the job.

### China Show Biz

Continued from page 207

revenue on local bookings she would long ago have been out of business

would long ago have been out of business.

Time was when this town imported name artists such as the late Fay Courtney. Ella Shields, the Six Hollywood Blondes, Bother Six Mollywood Blondes, Bother Six Hollywood Six Hollywood Blondes, Bother Bother Six Hollywood Blondes, Bother Bother Six Hollywood Blondes, Bother Bother Bother Bother Bother Bother Bother Bother B

American Army officers club. Buck Clayton made muste history here but he now would have to labor a year or more to éarn what he formerly was paid in a couple weeks. At the Casanova Bailroom, where Clayton played for the highest salary ever paid to a jive man in Shanghai, a Id-man Chinese band holds forth for the equivalent of less than \$50 per month.

Reasons for this deplorable state of affairs: The H. C. L., the gov-ernment's austerity program and the wretched exchange.

## **K&P PRODUCTIONS**

LEON KIMBERLY and HELEN PAGE

(Two Americans From England)

Once More Wish Everyone the Happiest of Holiday Seasons

iones: Temple Bar 7255,7256, 7257 Grams: "Starevue" Lesquare, London Cables: Kimberly, Variety, Londo

CHANDOS HOUSE 45-46, Chandos Place London, W. C. 2 ENGLAND

### MR. and MRS. SIDNEY FISHER

Send Greetings

To Their Friends All Over the World

Glad to Welcome Our Old Customers Now Working in England

HOPE TO SEE YOU SOON

Special Shop-to-Ship Export Arrangements

Still TAILORING to the Best People in the Show World.

75-77 Shaftesbury Avenue London, W. 1, England

# England's Music Centre...

CHAPPELL & Co. Ltd. - - - - IRVING BERLIN Ltd.
EDWIN H. MORRIS Co. Ltd. - WILLIAMSON MUSIC Ltd.
VICTORIA MUSIC PUBLISHING Co. Ltd. - NEW WORLD
PUBLISHERS Ltd. - STERLING MUSIC PUBLISHING Co. Ltd.
BRADBURY WOOD Ltd. -- CONTINENTAL PUBLICATIONS Ltd.

wish all their friends in America the compliments of the Season and a Happy and Prosperous New Year











continues its progressive policy, consolidating its leadership in the Southern Hemisphere.

Showmanship is the cornerstone of its vital structure.

"Success With Honor" and "Forever Onward"—its guiding stars —have given Greater Union its proud eminence.

> NORMAN B. RYDGE, Chairman of Directors, Greater Union Theatres Pry. Ltd. 49 Market Street, SYDNEY, AUSTRALIA

STILL 'TOPS' IN BRITISH MUSICAL PRESENTATIONS

## Jack WALLER

(Doyen of Impresarios)

Sends Greetings to His Numerous

American Friends



Latest 'Smash-Hit' Production

# "THE KID FROM STRATFORD"

Starring

BRITAIN'S NO. 1 COMEDIAN

## ARTHUR ASKEY

Now Playing to Capacity Business at the WINTER GARDEN THEATRE, LONDON

# AL BURNE

SENDS GREETINGS TO ALL HIS AMERICAN FRIENDS

Appearing Nightly at

## THE STORK, MAYFAIR, LONDON, W. I.

Drop me a line even if it's only a gag or a parody (Incidentally I am still waiting for last year's material)

40, PORTSEA HALL, LONDON, W. 2

# **OLIVELLI'S**

Famous in Last 15 Years as THE SHOW PEOPLE'S RENDEZVOUS

> SEND NEW YEAR'S GREETINGS TO ALL OUR FRIENDS

HOPE TO SEE MORE OF YOU THIS YEAR

35. Store Street London, W. C. 1.

GREETINGS

## PRIMO SCALA **LONDON RECORDS**

Prima Scala's Band is known in Great Britain as the leading Accordion Band of Radio, Recording and Vaudeville

Sole Representative:

MICHAEL LYON U.V.A. Ltd.

52, Haymarket, London, S. W. 1

## Int'l Film Selling Special Technique

technique.

Most common avenue of thaving frozen earnings of American
lims is to utilize the blocked
lims is to utilize the blocked
lims is to utilize the blocked
ing location films in the respective countries where remittances
are banned. Grinleff, it's undertrue countries where remittances
are banned. Grinleff, it's undertrue countries where remittened
are banned. Grinleff, it's undertrue forthcoming film version of
Hans Habe's "Bridge of Sight's
which is due to roll as a 10%"
locationer in Venice next spring
locationer in Venice next spring
Also looked uom as a practical
Also looked uom as a practical

notationer in venter next spring and allowed the control of the co

Pergament handled the deal last month whereby Wive Films of Stockholm handed Samuel Gold-wyn \$25,000 in New York in return for an outright buy in Sweden of the producer's "Song Is Born"

despite the fact that none of the majors is currently extracting any-thing from that territory. In nego-tiating the transaction, he indi-cated that film men in Norway and several other European countries were desirous of bringing about similar deals on the same outright basis.

By GEORGE GILBERT

There's an art in extracting dollates from the overseas market is
that knowledge is often demonstrated to top U.S. producers.

Strated to top U.S. producers of the film of the desired producers of the film of the desired producers. He talented octier are Jacques Grinieff, Calvacade Pictures' however, and George
Bookbinder.

Marvey Pergament, and George
Bookbinder.

Bookbinder injets the personal tought substantial tought be deather.

Bookbinder.

Bookbinder.

Bookbinder.

Bookbinder injets the personal tought substantial tought be deather.

Bookbinder.

Bookbinder injets the personal tought substantial tought be deather.

Bookbinder.

Bookbinder.

Bookbinder injets the personal tought substantial tought be a number of other U.S. Indie producers. He explained in New York recently explored the personal tought substantial tought be a number of other U.S. Indie producers. He explained in New York recently explored the personal tought substantial tought be a number of other U.S. Indie producers. He explained in New York recently explored the personal tought substantial tought be a number of other U.S. Indie producers. He explained in New York recently explored to he we of other U.S. Indie producers. He explained in New York recently explored to he we of other U.S. Indie producers. He explained in New York recently explored to he we of other U.S. Indie producers. He explained in New

### Del Giudice Asking Aid From Brit. Govt. Pix Corp. As Riley ('Mr. X') Steps Out

AS KHEY (MT. X. ) Xleps Out
London.
Piligrim Pictures, founded. by
Pilippo del Gludice, a former associate of J. Arthur Rank. is underpilippo del Gludice, a former associate of J. Arthur Rank. is underpilipo del Gludice, a former associate of J. Arthur Rank. is underto the company of the company of the company
tender of the company of the company of the company
tender of the company of

La Monte Named By Trans-Lux Trans-Lux Corp, has turned over management of its Mexico City house to John La Monte, vp. Thea-tre is operated as a feature house. La Monte is former branch man-ager in New York for Monogram.

### SEASONAL GREETINGS

With MANY THANKS for your confidence in the PAST, and BEST WISHES for a continuance of our pleasant association in the FUTURE.

-HARRY LOWE

26 Gloucester Mansions, Cambridge Circus, London W. C. 2 Cable Address - Lowe, London

# SAM BROWNE

England's Leading Recording Star

REPRESENTATION

England: Foster's Agency

America: William Morris Agency

## "PENCIL ME IN FOR '49"

By SOLLY VIOLINSKY

Here I am starting in on a New
for the panis. I bowed my head
he old one. Once a year I like to
he old one. Once a year I like to
manise through my Taylor trust
of the panise I bowed my head
he old one. Once a year I like to
the old one. Once a year I like to
he old time's sake. There I
lists couldn't resist trying on the
lists of the old time's sake. There I
lists couldn't resist trying on the
lists of the old time's sake. There I
lists old the sake the sake the
lists old the sake the old the
lists old time's sake. There I
lists old the old the sake the old the
lists old the sake the old the
lists old time's sake. There I
lists old the sake the old the
lists old the sake the old the
lists old time's sake. There I
lists old the old the sake the
lists old the sake the old the
lists old the sake the old the
lists old time to all the
lists old the sake the
lists old th the old one. Once a year I like to rummage through my Taylor trunk and look at old press notices, and programs of my good old vaudeivlle when I came across an old bill that I was on way back in 1909, tears rolled down my cheeks when I saw the names of Bisset & Scott, Butch Tower, Dancing Shack, the 6 Un-The 5th! . . . When I say, tears rolled, that's an understatement. I cried like a baby! I cried harder than the audience did. Anything my throat that I have to take my collar off . . . You have no idea how I miss those sleeper jumps in a day coach; the stale sandwiches and rancid coffee for breakfast: the hiking with a heavy grip from the depot to the stagedoor thru a muddy alley; rehearsing with a three-piece orchestra and kicking about my hilling until the manager nges it, and then doin' a king size Brodie all over the joint! . Those were the GOOD OLD-DAYS????—But don't get me wrong, I love Skolsky.

Now to get back to my trunk. It's a treasure chest of beautiful memories and a few old under-shirts. It's also where I store some of my extra good writeups. One critic said: "In my humble opinion, Violinsky, who plays a piano and a violin simultaneously, is much too generous." . . . Even then I was always big hearted. I believed in giving all managers a bargain, and the salary I received proves it.

the saláry I received proves it.

- In vandeville I was always conscientious, ready, willing, stagestreck and ambitious. I made it a
streck and subtitious in the salary of the sala

It's That Agent . . . !

I've heard people say that vaude-ville is dead, but I don't share that vivepoint. Vaudeville still has a little life in it and I wish I could be used to be used to

using air wicks gorf-to-attents.

But I don't circ. Tve, got sonjwriting for a sideline, and while
going through my trunk I found
one of the first songs I eve wrote.

I would be song the songs and the songs and the song
opp, but It helped make me a
copy, but It helped make me a
copy sut I would be songs and
op dealers and when
I would be songs and the songs and
op dealers and when
I was shead of him
of his time, but I was shead of him
of his time, but I was shead of the
cause I had already placed a
couple of songs that stopped the
publisher.

publisher.

Songs are not the only things I found in my trunk. I also found an autographed-picture of that beaulful trained seal upon which was inscribed "To Solly Violinsky, with Love and Kisses." . I also found the old stage coat I used to wear In my act. I put my hand in the laste pocket and found the ticket





BELLE BAKER

## Healthier Vaude Outlook With Theatre Divorcement

Big Factor Is in Relaxing of Rules By Musicians' Union

By JOE COHEN

Although the amount of vaudeclans. Various AFM locals have reville playing time has reached a laxed considerably their originally
low ebb this season, indications steep demands and have permitted
bevelopments in the past year,
low part of the past year,
low pa

The most immediate prospect lies in the more tolerant attitude of the American Federation of Musi-

However, the larger promise lies in the creation of competitive situ-ations by the Federal government through its anti-trust and divorce ment actions. Admittedly, events

ations by the Federal government intrough its anti-trust and divorcement actions. Admittedly, events through its anti-trust and divorcement actions. Admittedly, events but action has already taken place on a small scale which is seen as being a working model of divorcement with the recent action taken by the Schine circuit. Recently, the Federal Control of the Con

## 1949 Nitery Prospects Uncertain

are dim—unless a sufficient number of bonifaces turn up with some However, signs of a rensistance fresh ideas of what people will go for. The more prosperous cafes have been getting along handsomely on the strength of names, but since there aren't a sufficient number of attractions to go around

for a 52-week-a-year operation, nightclub owners, by necessity, must dig for new formats and different approaches that will set them off from the competition. That's the general perspective of experiment of the competition xperienced showmen. There's even some danger that

There's even some danger that spots that have been consistent insers of names will be forced off that standard. There have been have come out on the short end with topline talent. Many stars have played the circuit too free that the standard of the short end to the topline the circuit too free that the standard of the standard of the short end to the topline the standard of the short end to the standard of the standard of the short end to the standard of the short end to the standard of the standard of the short end to the standard of the short end to the short

clamor has worn on.

However, signs of a renaissance of boniface thinking are beginning to appear. There have been several instances where the introduction of an idea has paid off in luge dividends.

Intime Spots Do Well

For a time, the Latin cafe paid off dividends; then came intime operations, which are still doing well, especially at the Bine Angel and Ruban Bleu, both N.Y. Other clubs that have tried that type of format haven't been too success-ful, possibly because of the limited number of that type of patron.

The most notable developments of 1949 hit N.Y. cafes in the way of behop strippers and the name

bands.

Behop is, of course, the most amazing, and the current shring of that cult is the Royal Roost N.Y. Story is that operator Ralph Watkins was ready to close his spot when he gave a Tuesday night be ope concert on the regular band's off night. Response was so terrified that it's been a permanent policy

course, behop is limited to large cities. There aren't enough cultists in smaller towns to carry an opera-tion of this type.

The strip idea is now a firm fixture on 52d street and has brought a degree of prosperity to the firm of the firm

policy can survive in other cities. The thrid development came at Nicky Blair's Carnival, N.Y. His introduction of a dance spot with name bands has revived a cafe which was believed to have been through. After, which failed to bring patronage to this off-Broadway spot, Blair has had some degree of success with the bands. While the idea isn't entirely new because there have been failures because there have been failures club, there's been a long enough interval to warrant its classification as a "new" idea for this period. The yast majority of nightchio

parent that certain spots are by concert on the regular hand's situated in a sector that can no in the conger afford to pay top prices for light. Response was so terrific longer afford to pay top prices for light. Response was so terrific conger afford to pay top prices for light. Response was so terrific conger afford to pay top prices for light is since.

Also, the mitery industry is a considerable to the same that the control of the same that t



The vaude adherent feels that the Schine operation is a forcum-ner of what will happen when the larger circuits are eventually forced to secede from the studio and distribution aspects of the film industry. It's fell that once that happens, theatres will be placed in the hands of shownen with whom the hands of shownen with whom the larger of the studies of the being a perment house policy.

being a perment house policy. Talent agencies point to the situation at the Earle theatre, Washington, which was a prosperous optimized, which was a prosperous optimized to the situation at the situation at the situation excess of the Warner chain channed and considerate the situation of the situation of the situation excess of the Warner chain demander, and considerate the situation of the sit

liow of major films.

Once theatries have to compete for films without backing of a huge chala, many houses will be left in the cold as far as product is concerned. it's elf-t for them it will be a matter of vaudeville or dishes. The control of the concent of the concerned of t makes super-budgeters lnadvisable. And television looms as a threat to

And television looms as a threat to the film industry.

Showmen think that under these circumstances, they'll have to give the public something that many towns haven't laid in years. The talent agencies are ready with huge

## Nick Cravat Held For Hearing on Assault Rap

nearing on Assault Rady
Nick Cravat, partnered with
Burt Lancaster in an acrobatic act
at the Capitol theatre, N. Y., is
slated to appear Priday (7) in Magbrought by William Miller, son of
an acrobat who worked with Lancaster and Cravat some years ago:
It's charged that Miller sought
to guestion Lancaster on circumto guestion Lancaster on circumthis father. William Miller, Sr., and
was assaulted by Cravat,

his father. William Miller, Sr., and was assaulted. By Cravat, Il's calaimed that the elder till the calaimed that the calaimed performance in Davenport, Ia. in 1941. It's alleged that the fall resulted in internal injuries resulting in his death. A compensation suit brought by Miller's widow is still pending.



GEORGIE PRICE

## THEY LAUGHED AT US!

Excerpts From The Memoirs of Smith and Dale (Avon Comedy Four) on The Occasion of Their 50 Years As Partners in Show Business

> By JOE SMITH (& CHARLES DALE) (In Collaboration With AARON FISHMAN)

Jackie Osterman-Hero

Jackie Osterman—Hero

At the Fox theatre in Detroit, Jackie Osterman was on the stage doing fis act. The stagehands well stage the stage of the stage with the stage of the st

for Smith "a performer's performer."

There he was, standing before the drop in one. Our scenery and deck chairs were all set. In a few more minutes Jackie's act would be finished and our act would follow.

It is a part of the standing in the entrance we heard a looked at each other then we looked in the border lights behind the transport of the standing of the st



spreading rapidly.

The absetos curtain was immediately lowered and as it was coming down Jackie stepped close to the footlights giving him only a foot between the curtain and the foots. Digressing from his act he told the audience, "Smith & Dale's act which is supposed to be on the deek of a steamer takes up so much room that the asbestos curtain has to be lowered." Jackie, of ourse, have that the term of the company of the company of the trouble was the control of the trouble was he could guess and loop that it would not be what he guessed it was. Putting on his famous grin he continued with his act.

set.

Charite and I were standing there transfixed. We could see two of our own drops on fire, and the flames spreading to other handing drops. We were closing the show so that all the other acts: were already out of the theatre. We sent the people in our act out of the building.

A still alarm: was sent in. When the firemen arrived they took one look and started to work fast. They didn't bother to tell Charite and me to get out of them. They want to tell Charite and me to get out of the Them.

### 'He Thinks He's Napoleon!

Chicago

A painful series of circumstances found me sitting in the pine pannelled lounge of the Ambassador East hotel, dressed up as Beau Nash in his scarlet coat, wig and makeup. I exhuded an odor of patchouli and mothballs and 
was otherwise unhappy. The circumstances included a 
socialite charity function at the properties of the control of the control

Room. It was an idea of Howie Mayers. I have yet to tou-give him for it.

The costume set me back 150 years and the bankers wouldn't Ok, the voucher. So it dangled in my closet for nearly 10 years and whenever I saw it I had a slight thrombosis.

ur nearty 10 years and whenever I saw it I had a slight thrombosis.

When Jim FitzPatrick was gettling ready to shoot the Pump Room bit of "Chicago By Night," I told him the Pump Room bit of "Chicago By Night," I told him the Reau Nash portrait and then dub you in, alive and grinning." I rejected the suggestion with violence but Jim is a persuasive and forceful fellow, so there I was in the lobby, made up as a drorestal and very twence but Jim is a persuasive and forceful fellow, so there I was in the lobby, made up as a drorestal and very twence but Jim is a persuasive first the part of the property of the propert

"Folt."

"Foley, for the love of God, come here!" he sald.
"There's a nut here who thinks he's Napoleon!"
The two of them tiptode up to get a closer look and recognized the sald.
The two of them tiptode to the sald.
The two of them tiptode to the sald.
The two of the sald tiptode out, shaking their heads.
To this day they look at me strangely. I can almost hear them saf to one another, "Well, it got him at last." And I can't help but feel that MGR's delay in releasing And I can't help but feel that MGR's delay in releasing the sald, "it will make the pletture." I don't know whether it made the picture, but it certainly un-made me.

stage manager that we were going out in the front of the house to Join Jackle Osterman "holding the house. Across Join Jackle Osterman "holding the house. Across to stay quiet lets their noise cause a panic. Stay of the stage of the stage

an me measure we wanted uowin the abase. Look, I sand to Charile, "I goodt ago besk to the office, I forget to lock."

"What are you worrying about," Charile answered.

"We're both here."

That handed the audience a laugh and we could see the sand to the sand to the sand by that time we walked up the side steps from the or-clearts to the stage. We shook hands with Jackie and by that time we walked up the side steps from the or-clearts to the stage. We shook hands with Jackie and for the next 35 minutes we were doing parts of the School Act, and the Rungarian Rhopeady Vallee, and the insurance routine, keeping the audience laughing all the time. During a long laugh at a place of business that Charile was doing, Jackie turned to me.

"Does it look had hackstage." he whispered.

"Does it look had hackstage." he whispered.

"Does it look had hackstage." he whispered.

The water was seeping in from under the asbestos just where we were standing and reached the footlights forming a puddle around us. We could smell the smoke and we could see some of the people in the front row who even the seen of the people in the front row who could think of. We were happy that the audience, in the house that seated over 3,000 people, was not aware that a fire was being fo agh back stage. We heard the stage with a stage of the areal the stage was the areal the stage. We heard the stage was the areal the stage was the areal the stage. We heard the stage was the areal the stage was the areal the stage. We heard the stage was the areal the stage was the areal the stage. We heard the stage was the areal the stage was the areal the stage. The heard the stage was the areal the stage was the areal the stage. We heard the stage was the areal the stage was the areal the stage was the areal the stage. We heard the stage was the areal the stage was the areal the stage was the areal the stage. We heard the stage was the areal the stage was the areal the stage was the areal the stage. We heard the stage was the areal the stage was the areal the

a fire was being to gift back stage. We near une superanger's vote coming from behind the abselses curfain. "OK, boys," he said.
"OK, boys," he said.
"OK boys," and boy he said so the people over the footlights and down he steps to the cortheatra and while walking up the alse to the applicase of the people, he house light were lowered, the abselsos curfain raised, and there stood the picture screen with the spot from the source of the people of the property of the said of the property of the said of the property of the said of the people of the peo

and there stood the picture screen with the spot from the picture machine booth flashing the opening music for the feature film.

The audience never movied, and hadri't known what had the same the engines outside of the theater when they left.

The firemen's heroic work backstage and our comedy in front of it, averted what could have been a catastrophe. The next day Jackie came into our dressing room raving education of the same state of the same state. at all'.

### Willie Hammerstein's Test Case

In the early days of vaudeville, in New York City, the Sunday performances were called Sunday concerts and vauderille acts that did electrice, danced, or did acrobatics would be supported to the sunday of the sunday of story telling and singing. When the curtain mostly of story telling and singing. When the curtain went up at the opening of a performance, it slayed up until the closing of the performance. The Sunday show was referred to as a "secred concert."

unta the excessing of the performance. The Sunday show We were doing our School Act at Hammerstein's Victoria. Willie Hammerstein, son of Oscar the Great, came to our dressing room after we finished the Sunday afternoon performance. Gathering the four of us around him, lower tonight to fing out if we can put on regular vanderville shows Sundays instead of just doing 'concerts.' Now, tonight, instead of you toy doing a straight 'singing act conded of your toy to do your regular vanderville shows Sundays instead of just doing 'concerts.' Now, tonight, instead of you boy doing a straight 'singing act Action of the control of the co

you out."

As planned, that night after we finished our act, a detective came backstage and ordered us to get out of our makeup and to hurry up and get our street clothes on. "You'se hams are arrested," he said. We acted surprised, And, as planned, Willie Hammerstein bailed us out and we were to appear in court Monday morning at 10 and we were to appear in court Monday morning at 10 in New York city present, since this was going to be an important test cast to determine whether regular vaude-ville shows could be given on Sunday.

The judge called out, "The City of New York against the Avon Comedy Four." There was a loud laugh from the spectators. The judge rapped for silence. He then the charge. The detective look out a notehook, glanced at it, closed it and proceeded to explain.
"Your Honor," he begain, "on the stage there was three

at It. closed if and proceeded to explain.

"Your Hono," he began, "on the stage there was three school desks, three chairs and a teacher's desk. Out comes a feller supposed to be a schoolteacher, with a Dutchman's children of the school seed of the school boys who wears a beard to name two of the principal adhantic and Predict. The barried school spays the school school seed of the school school school seed of the school seed of the school school school seed of the school schoo

Comedy (?) of Errors

Comicdy (?) of Errors

I like to think of this as my bloody debut, or who's afraid of the hig had Palace? I was 16 at the time and after a three-day, break-in at the RKO Fordham, was on the threshold of the ultimate aim of every of high school (and I was very fresh) it takes a broad doing to impress one. My mother [Grace Hayes, vet raude headlines—Ed] was terribly nervous about my debut and also about my apparent lack of infer-doing to impress one. My mother [Grace Hayes, vet vaude headlines—Ed] was terribly nervous about my debut and also about my apparent lack of infer-doines—Ed] was terribly nervous about my debut and also about my apparent lack of infer-doines. But the great day finally arrived and there were—waiting—waiting to get. on.

was on and killing the people. It was a great brother and sister team. Fritz & Jean Hubert, You will recall that near the finish of their act, Fritz does a comical that near the finish of their act, Fritz does a comical that near the finish of their act, Fritz does a comical that near the finish of their act, Fritz does a comical that near the finish of their act, Fritz does a comical that present the finish of their act, Fritz does a comical that near the finish of their act, Fritz does a comical that present the finish of their act, Fritz does a comical that present the finish of their act, Fritz does a comical that present the finish of their act, Fritz does a comical that present the finish of the dummy which was meant to represent the splitt of radio. I controlled the operation of the dummy which was meant to represent the splitt of radio. I controlled was meant to represent the splitt of radio. I controlled was meant to represent the splitt of radio. I controlled was meant to represent the splitt of radio. I controlled was meant to re

out his hand but hits him on his brown derby hat with rattan canc, and then . . ."
"Stop! That's enough!" shouted the judge as he rapped

"Stop! I nate survey."
It is gavel.
"Case dismissed. They've got no act."
And thus was established the precedent for regular vaudeville on Sunday."

### Rube Bernstein's 'Threat'

Rube Bernstein's 'Threat'

Actors have always been ready to give of their services to a control of the control

"Sure, everybody knows that," he smiled and winked, "and I know that you're on there pretty late too."
"O.K.," I said, "but don't be slipping any more acts on before us."

"O.K." which of the ellipting any more act to defore us."

Again he told us to be ready to follow the "not set" and again the mc. announced another act before us. "I add again the mc. announced another act before us This with the set of the s

## Do Actors Have a Right to Think?

By JOEY ADAMS

Just finished paying off an election bet, and this is my first day out of Macy's window. I admit I didn't plek Truman, but neither did the guys who predicted that I would be the No. I comedian of 1948 which is a heek of a straight line for the question brought up to the property of the

for what mey believe in.

Actors have a right to fight for what they think is right and the first means to the polls, stepped in the booth, pulsed the lever and three dilab started spinning around until they stopped at two cherries and a lemon.

nu a temon.

It's about time the "civilians" realized that actors have other nings on their minds besides gags, wine, women and song (not that m knocking any of these).

In knocking any or these!

The public is too smart today. All the publicity and newspar page in the world can't influence their opinion. That was prov the Truman election.

in the Truman election.

Perhaps we could campaign with a sense of humor. That might be the best way to make people listen. Today if you want to butt into a conversation with inflation as it is, and you want to put your 2c in, it costs you a nickel.

22 in, it costs you a nickel.

I want to sitek to my acting even though President Truman offered me a job in his cabinet — polishing the silverware—100 a
week—and today with a hundred a week you can live like a King—
that's my dog's name, King.
Come to think of' it—we could use some sense of humor in
Congress and the Cashnet. What's new about comedians in Congress
anyway? Except! would have professional conflicts.
For instance, Bob Hope would get up in the house, tell a lot
fokes and when he got everybody's attention, he would make a plea
to send clothing to Europe. Then Milton Berle would tell a lot of
gags and sphene. "Then I might tell a lot of stories and weevybody
would say. "Let's send Joey Adams to Europe."
I'd have a great cabinet, loc. Edd's Duchin would be my Vice-

would say, Let s send ovey Adams to Europe."
I'd have a great cabinet, too. Eddy Duchin would be my VicePresident so that we would be assured of having a good plano
player in the White House.
Sec yof the Exterior—Jane Russell.

Secy of Treasury—Bob Topping (I'd advise him—not because married Lana Turner. That could happen to any number of en—and it did).

Sec'y of War-Errol Flynn, etc., etc., etc.

## Of J. C. Nugent

Hollywood. On occasional intervals between "shots" (I'm busy directing Clifton Webb and Shirley Temple in Belvedere Goes to College") I have been thinking of VARIETY and its Anniversary Num-Variery and its Anniversary Numbers. Because that reminds me of the articles my father, J. C. Nugert, used to write for Variery and I wish I could do one half as good. It might be interesting to tell about some of the things I remember about him and my own first consciousness of Variery as, A youngster.

X NUERNT
after the original struggle, there
was a disagreement about policies
within the ranks of the White Rats
and he and Mountford were on
opposite sides. Everybody was
theatre world, and whils the repercussions in our small o'hol
town were faint and far away, I
beame inferensed and began to
present the structure of the relimited of the relimited by the retermination of the remarket world, and while the
limited by the remarket world, and while the
limited by the remarket world.

I and hard to shake off.

### Actors' Xmases

and I wish I could do one hard as good. It might be interesting to led about some of the things as good at might be interesting to led about some of the things and something of the consciousness of VABITY as a youngster.

One summer, when we were living in Ohio and J. C. was spending the beautiful to the vaudeville actor's usual things of the consciousness of VABITY as a youngster. One summer, when we were living in Ohio and J. C. was spending the beautiful to the vaudeville actor's usual things of the consciousness of VABITY as a youngster. One summer, when we were living in Ohio and J. C. was spending with the weather than th



cal Van DANNY DEANE AND HIS ORCHESTRA

any one of us to find the right thing to give my father for Christ-mas presents. A man of very sim-ple tastes and few interests, out-side of the theater, books and his bothered with the usual kniele Amacks of life. He never can also the property of the property of the two presents of a finle, and as in-gory of the property of the pro-toners of the property of the hardy over meeded a hair brush.

hardly ever needed a hair brush. I remember a much later Christmas when we were touring with "Kempy." My mother finally inflicted a silk dressing gown on him. He wore it some times out of loyality but felt it was sissy and much preferred an agient fiannel robe—or in a pinch, just an overcoal around his aboutders—

financi robe—or in a pinch, justi an overcota around his shoulders—I gave him a couple of brief—the his manuscripts but they soon were lost. Strangely enough they soon were lost. Strangely enough they didn't have any manuscripts in them when they disappeared. Dad didn't have any manuscripts in them when they disappeared. Dad society or anything really important to him and he developed a technique of tucking promising plays inside his vest. If unwary manique his period to the produced to the produced to the produced to gave the produced to gave so manuscript. Lambs Cilub and operated up with a remark such as: "I would like to read one of your plays some time"—a simple twist of the wrist to read one of your plays some time."—a simple twist of the wrist produced 210 pages of manuscript. "Knife" he was tucked in a leather chair and listening to the opening of Act One.

Even though two or three such

or act One.

Even though two or three such
producers made a lot of money as
a result of this surprise attack,
people began to notice whether
J. C. was wearing a vest before
bringing up the subject of the
drama

Come to think of it, I never gave him a vest for Christmas—and now I wish I could.



LUCILLE and EDDIE ROBERTS The Magical Montalists

The Magical Montalista Lucille and Eddie Roberts, originators of the popular radio show WHAT'S ON YOUR MIND," have started working on a new musical The Roberts most recent New York spicearance was at the new CHAT NOIR in the St. Moritz Hotel, they also recently played their fourth Roagement at the Cotillion Room of the Hotel Pierce, Frances E. Kaye handles their press relations: Harry Green is Personal Representative and bookings are thru all major agencies.

## Don't People Cry Into **Their Beer Anymore?**

By HARRY G. SMITH

We have become inured to hot and cold wars, laugh off the discords and accept the inevitable disturbances of hife with merely the faintest moue on our mugs.

and accept the Inevitable disturbances of life with merely the faintest move on our mugs.

And with this sneaky approached the control of the

The good burgher and his fair, fat frau, over rhine-wine-and-seltzers or schloppens of beer,

The trouble with this mar's inver enjoyed themselves so heartworld is that people don't cry into
their beers anymore. In
sophisticated era now current,
who have tears to shed, don't.
It's just not being done in our
set; and so, with no lachrynial letdown to ease the tensions and
drown out the canker gnawing at
the vitals, we have become a continuity. You've got to hand the
the vitals, we have become a continuity. You've got to hand the
with flippant aga and wiscential
we accept the lis, social unrest, intions, breakdowns, phobias and
the other chronic headaches.
We have become insured to hot and
cold wars, laugh off the discords
and accept the inevitable distorts
but the trought of the referred
the property of the control of the control
the property of the control
the property of the property of the control
the property of the property

you of watch and wallet.

But this was long after the plush period when the Garden boasted a carriage trade and when, around the long table close to the stage, where the control of the close to the stage, where the control of the control of the carry settlers in that area. At the time of the great exodus from the carry settlers in that area. At the time of the great exodus from the William Kramer established the Garden, alongside the classic Bower ty theatre, later the Thalia Bower ty theatre, later the Thalia annophere where the exiles could be controlled to the controlled that the controlled

#### Prestige Institution

From 1858 on the Garden rapidly became an institution, gathering plenty of prestige. An or-chestrion purchased from the Duke of Baden was installed and Its mammoth pipes rumbling out the melodies in thunderous fashion reelevates in tutinarious jasmon received the award admiration of the
patrons for years. In 1884 came
have the patrons of the patrons of the
patrons of the patrons of the
have the patrons of the patrons
have the patrons of the patrons
have the ceived the awed admiration of the

dialectic inspiration from this messtro. See the cave here long Variety became popular in other parts of town. Emma Carus was a foremose travortic and Joe Welch, eminent "Heeb" comic, got his and parodies. Harry Von Tilzer, Cole & Johnson and Al Reven heighten a long list of performers who played here at the start of who played here at the start of proper complete the property of the property of

for the ages untold.
One favorite house act was
Charlotte Russe, billed as "The
Barcelona Songbird." She sang
folksongs of the Pyrenees, interspersed with concert hall favorites
such as "The Mansion of Aching
Hearts" and "Though Once We
Loved, We're Strangers Now."
This was as a primer for the local
eart beauty before the local
eart beauty before the local eart beauty before the local
eart beauty before the local eart beauty before the local
eart beauty before the local eart beauty before the local
eart beauty before the local eart beauty before the local
eart beauty before the local eart beauty before the local
eart beauty before the local eart beauty before the local
eart beauty before the local eart beauty beauty beauty beauty beauty beauty

"The beauty bea

have been the success she was. For a closer the lif gypsy sang a Romany idyll, the artiess pathos and passionate fervor of which will remain to any survivor's dying day. The haunting tragic beauty of the melody, its lyrical power and utterwittschmerz, were beyond description. A mothesten memory recolution and the lines emblacement of the chorus, and the lines emblaced upon a world-weary mind were:

"Though she had a wooden leg Still she didn't give a peg— Now she sleeps by the Eric Canal!

There wasn't a dry eye in the

## WHEN VAUDE WAS IN FLOWER, ACTORS WERE SUCH CUTUPS

comedy writer, was visiting at the Zeppo Marx home one evening. Groucho was there too, and after

"Well," Boasberg continued, "he once pulled a funny telephone gag." With a chuckle, Boasberg went to the telephone directory. "We select a number at random them we dial it."

then we did II."

Grouch with a big grin watched
the prankster. He didn't know that
Bossberg, was calling Groucho's
home. We calling Groucho's
home was calling Groucho's
home was considered to the
need the phone at the other
end, recognize the gag.
Bossberg, making his voice
sound very official, recited. This
ment calling. The main water pipe
has broken and we will require to
hours to repair it. Please fil every
to the constant of the proper it.
The main water pipe
has broken and we will require to
hours to repair it. Please fil every
that you have ample washing and
drinking water until morning.
Grouche thought, that was very

Groucho thought that was very funny. Especially since he had no idea the call was going to his own

mome.

When Groucho arrived home an hour later, Sheekman had completed the job of filling all the bathtubs and washbowls in five bathrooms and was busy storing more water in pots and pans in the hitches of the store of the sto

more water in pro-kitchen.

Marx, feeling a bit sheepish, went through the house pulling the plugs in the sinks and bathtubs.

#### Just Like a Universal Chiller

Just Like a Universal Chiller

I was slaving the Palace thattee in New York and one of my best pals at the time was Billy Rose. We went to the old Lindy's Restaurant for a midnight snack after the was the state of the control of th

of pre-war Scotch. We ought a take the girls something. We shouldn't walk in empty-handed."
He pulled up in front of an old warehouse. It was a narrow street lamp. Zeppo, Georgie and Harry got out. Billy and I said we would wait for them.
"No, come on in," Zep Insisted. "I want you to see the big store of the present the property of the property of

The late Al Boasberg, Metro tall, but about the same width omedy writer, was visiting at the around. His read was shaven and leppo Marx home one evening he wore an undershir trevealing arms, shoulders and muscles that roughout was there too, and after made me think of a truckhorse. He

Groucho was there too, and after made me think or a truckhorse. He got tired playing easino, Al took a step into the toom. Hale and Kabakord slipped out. The step into the toom Hale and Kabakord slipped out. The step into the control of the step into the toom. Hale and Kabakord slipped out. The step into the control of the step into the step into

But Elly threw his arms up over his head and bellowed like a bull with a Teutonic accent: "No! No! Dey are poleezmens. Dey vont to take Elly. Dey vont to ruin his beeziness-ss!

Seared half to death, I started talking fast, pleading with Elly to believe we were not policemen and that I had been there before and had met him.

A Very Suspicious Gent Elly looked at me and scowled. Then he advanced and laid his huge fist against my chest.

at the top of my voice for Zeppo.
Elly now scied me by the neck
with one of his hig, powerful
hands. He reached for Rose with
the other, "I am going to kill you.
I won't let you suffer."
I pleaded again that I was a
comedian and dancer, and that
the little guy with me was a song-

trying to get out. I yelled again went on quoten yellow the says the same at the top of my voice for Zeel with the other. "I am going to kill you. I notled Kabakoff was holding back his laughter the other. "I am going to kill you. I not let you suffer."
I pleaded again that I was comedian and dancer, and that with the other. "I give you vun chance. Not will show me."
"I give you vun chance. You gan gail along. I knew it from the benefit with the other will show me."
So while Billy sang, I danced. All the while I was secraming for first remark he had made during. The looked at Elly and he was a horrible topse again and now I you tell the sight. He was frought at the sight lie was frought at the sight lie was riching at the mouth and staggering toward me went down. I don't know where I got the strength, but I acrawled out from under his the travel of the contravel of the contrave



BUDDY LESTER Now slaving at the PARAMOUNT THEATRE NEW YORK

po said hoarsely. "We have no time to lose. The man is mad." We scrambled into the car and slammed the doors. It was just in time. Elly was coming at us with the biggest crowbar I had ever

seen.

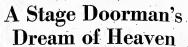
Now Zep in his excitement, couldn't get the car started. I was petified. Elly reached the car and raised his weapon. He was about to strike a crushing blow when he frothed at the mouth, wavered and fell to the sidewalk. Zep got the car going and we roared down the street.

I was mad now. I started calling Zeppo all the names I could think of. I said I would fight him, Georgie and the boxer all at once for bringing us to such a place. Zeppo replied calmiy, "Well if

Zeppo replied calmly, "Well if you're that tough, why didn't you fight Elly!"

"I was just about to hit him when he had that fit," I said. "You know it's odd," Zeppo went on quietly, "but everybody I bring down here says the same





By JOE BROWNING

w Business," he
anything new.
But to remind
us of our headaches set to
music, and
making us

music, and
making us
sing it and
love it, well,
only Irving
could do it. To
prove it let's
take a quick
peek at the
career of
Smilin' Sammy The following morning on his

dear departed days of good old-fashioned Vaudeville.

Sammy was very successful. Not because he was a great comic.

Sammy saw sery successful. Not because he was a great comic.

Sammy bear and the paying customers loved to hear in gab and song and sammy being a very smart buy fed it to them in liberal doses. Hed you show the sammy being a very smart buy fed it to them in liberal doses. Hed you so do not not seen to the sammy being a very smart buy fed it to them in liberal doses. Hed you so dear to the hearts of most home-made monologue about love, marriage, home cooking, relativity so dear to the hearts of most home-fade to folks, a format which couldn't miss and then finish with a home-made to folks, a format which couldn't miss and then finish with a home-made settra chortese which usually took him off to show-stopping applause. Yes, Sammy was very successful. He result was always the same. He killed the people. His battling average on the sammy was a some than the dod of the people. His battling average on the sammy was a wery successful. He was raising a nice family, a wife, two kids and putting away lots of sammy was very successful. He was raising a nice family, a wife, two kids and putting away lots of sammy was a was something that Sammy couldn't was sainful fell with length the hit of the bill and siving money was all right, but being the hit of the bill and the other acts was something else again. That was something that Sammy Smerk "also appeared" He'd grab the local sheets after opening day, knowing that sammy Smerk was also there, which was really letting him down gently.

Razzed the Press

#### Razzed the Press

One-day he got a great idea. He began razzing the press boys during his act. Then the fun began. That's when the fireworks really started. The boys of the pr passed the good word along their colleagues, and they really went to work on him with little tidbits such as "Smilin Smerk smirks again," "Smilin Smerk smells again," etc., This was bad enough, but when one of the boys

When Irving Berlin came up too." That afternoon and evening with his now famous "There's No he did his old act and bowled 'em over like he need to W over like he used to. He sure made em yell, and to clinch it, he finished by stopping the show.

#### And They Razz Back

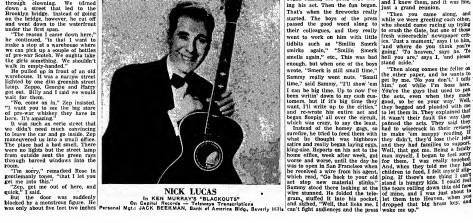
way to breakfast he picked up both of the town's papers, turned to, the reviews and sure enough, take a quick take as quick at the said "Smillin' Sam really has to smill "Smillin' Sam really has to smill you can see the gold smillin' Sam really has to smill you can see the gold smillin' Sam really has the smillin' Sam really has the smillin' Sam you of the orchestra". That we won of the orchestra "That we won of the orchestra". That we going to breakfast, so he smilling to the last strew, Appetite Sone, no use going to breakfast, so he should be as the work of the orchestra. That we going to breakfast, so he should be smilling to the smilling can be smilling to smilling some cooking, really of the stage entrance, and them finish with a home-made complete the smilling come cooking, really the smilling there it was again. One of them said "Smilin' Sam really has a

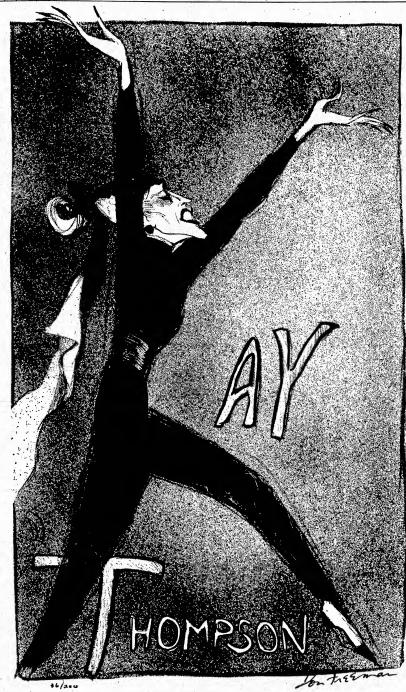
the stone floor with a crash that woke the doorman, who jumped to his feet as if he'd been shot.

"Sorry," and Sammy, "Awdully compared to the state of the state

just a grand reunion.

"Then you came along, and while we were greeting each other, who should come racing up they greet an each of the greet wiserackin 'newspaper critics.' Just a moment, says I to him, and where do you think you're going. To heaven, says he. To hell you are, says I, and please stand aside.'
"Then along come the following the greet along come of the greet and the greet and







Season's Greetings

DICK

GENE

# **WESSON BROTHERS**

"Two Sons of Fun"

Management:

GEORGE "BULLETS" DURGOM 8580 Sunset Boulevard Hollywood, Calif.

New Pear-1949

To our friends in the United States and the rest of the world—a very happy New Year

Hildegarde

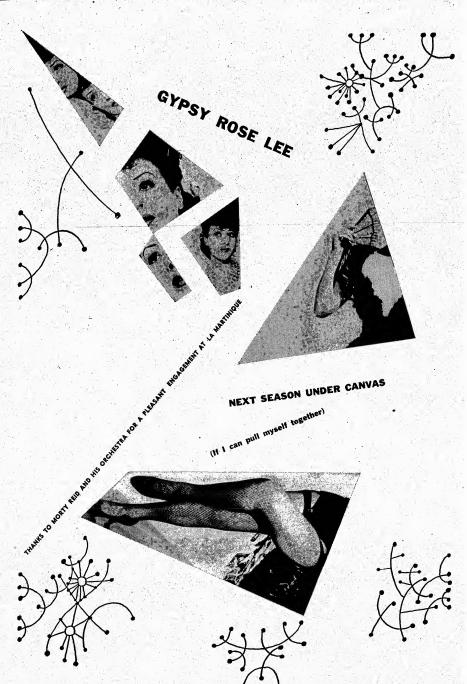
Anna Sosenko

Greetings to My Many Friends from Coast to Coast



LARRY STORCH

Direction: WM. MORRIS AGENCY



# **Holiday Greetings**

With Love, From

# MITZI GREEN

P. S.: SEE YOU AT THE COPA

Greetings From

the comedian of the year!

# **GEORGIE GOBEL**

david p. o'malley — chicago

# THE MOST \*VERSATILE ENTERTAINER

OF THE PRESENT DAY



### \* CONCERTS

HOLLYWOOD BOWL, Hollywood MADISON SQUARE GARDEN, New York SOLDIERS FIELD, Chicago PABST THEATRE, Milwaukee MUNICIPAL AUDITORIUM,

Long Beach
CONVENTION HALL, Atlantic City
ACADEMY OF MUSIC, Philadelphia

### **★ THEATRES**

ROXY THEATRE, New York CHICAGO THEATRE, Chicago

### **★ HOTELS**

PALMER HOUSE, Chicago (Two Engagements Within One Year) PLAZA HOTEL, New York

(Three Engagement)
FAIRMONT, San Francisco

(Two Engagements Within Six Months)

PARK PLAZA. St. Louis (Three Engagements Within Six Months)

RADISSON HOTEL, Minneapolis (Six Engagements Within Four

HOTEL LAST FRONTIER, Las Vegas (Six Engagements Within Three

STATLER HOTEL TOUR (Seven Consecutive Years)

### ★ RADIO

Featured on the "TEXACO STAR THEATRE," "SATURDAY AT THE CHASE," and with such famous per-sonalties as James Melton, Hilde-garde, Tommy Dorsey, Jack Smith,

## \* TELEVISION

Referred to by NBC as the "CHOPIN OF TELEVISION," First instrumentalist to be featured on the FULLCOLOR TELEVISION.

## **★ RECORDINGS**

SIGNATURE RECORDING ARTIST. Featuring outstanding interpretations of classical and popular piano and vocal music including original com-

### **★ MOTION PICTURES**

First full length feature soon to be

(LIBER-AH-CHEE)

Personal Manager: GEORGE LIBERACE MCA ARTISTS, Ltd.

**BALDWIN PIANO** 

## hotel sherman chicago

home of the completely new and different

# college inn

now presenting the most talked about show in the country a musical montage

directed by SHERMAN MARKS narrated by JIM AMECHE .

# "salute to gershwin <sup>?</sup>

skitch henderson

iack fina his piano, orchestra and a great cast.

ALSO DON'T MISS THE RESTAURANT OF THE ERA-

# well of the sea

Exclusive sea food room startling in design unique in its beauty—a show place for show people. offering the most complete and unique sea food menuthe finest in sea food flown fresh daily from the seven

ABEL IN VARIETY SAYS OF LIDO-PARIS

HEADLINES CURRENTLY AND KILLS THE CUSTOMERS IN ANY DIALECT"

AGAIN!

FROM

- BEST WISHES
- **EDDIE DAVIS**
- **LEON & EDDIE'S**

33 W. 52d St., N. Y. C.





### COMEDY MATERIAL SALE! (For Stage, Radio, Television, Etc.) Gags! Monologs! Dialogs! Etc.

LAUGHS UNLIMITED 276 WEST 43RD STREET 6 WEST 43RD STREET LO 4-5943 P. S.: Oh, yes, we write special material to order.



# Heartiest Anniversary Greetings



TO VARIETY

FROM

THE GREATEST SHOW ON EARTH

RINGLING BROS

AND

BARNUM & BAILEY
CIRCUS



# **GENE BAYLOS**

1948

1949

BRADFORD HOTEL, BOSTON, 2 Weeks
CLOVER CLUB, MIAMI, 4 Weeks
MOTHER KELLY'S, MIAMI BEACH, 17 Weeks
BILLY GRAY'S BAND BOX, HOLLYWOOD, 30 Weeks
EL RANCHO HOTEL, LAS VEGAS, 2 Weeks
MOCAMBO, HOLLYWOOD, 5 Weeks

5 O'CLOCK CLUB, MIAMI BEACH

(Opened December 22nd)
BOOKED FOR 12 WEEKS
Management: LOU IRWIN
9134 Sunset Boulevard, Hollywood, Cal.

WHAT D'YA KNOW SAME STAND

SAME JOE

STILL BOOKING

Same Places (Only the Best)

JOE HILLER

Century Bldg. • Pittsburgh, Pa

National Theatrical Exchang

SEASON'S GREETINGS



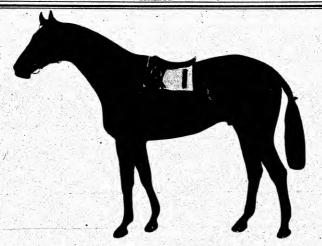


# DOROTHY LEWIS

ICE SHOW

HOTEL NICOLLET
MINNEAPOLIS, MINN.

Indefinite Engagement



**Personal Management** 

# JOE E. LEWIS

Currently, Copacabana, New York

AUSTIN MACK

HIPPODROME \*TOWN \*LITTLE \*THEATRES

—Season's Greetings—

I. M. RAPPAPORT

BALTIMORE

CHEERIO!

VARIETY

DWIGHT FISKE

Exclusive Management

MUSIC CORPORATION OF AMERICA





America's Goremost Stylist

PERSONAL APPEARANGES THEATRES NITE CLUBS RECORDS RADIO

Trampoliningly Yours = PAUL AND PAULETTE TRIO

TELEVISION



Currently: Latin Quarter, N. Y. SEASON'S GREETINGS

to
LOU WALTERS - RAY LYTE - MAY JOHNSON
Pers. Dir.: LOU COHAN, 203 N. WABASH, CHICAGO

### THANKS

for a wonderful 22 weeks and a HAPPY NEW YEAR to Mr. and Mrs. NATHAN at the Original 606 CLUB, Chicago, and also to MARTY WHITE.

## The Barons

## **Talent Questers** Stardust Route

By JOE COHEN

By JOE COMEN

For years talent-buyers have been moaning that there aren't mough, performers developing to provide freshness to theatre and until the provide freshness to theatre and until the tradition to radio, video, pix, etc. The old development grounds of burlesque and the myriad small have long since gone. What's left is the stafficient to incubate enough stars to provide marquee interest, the provide marquee interest, feeling the effects of permitting talent-building sources to evaporate.

whether this condition will be corrected in 1949 with the reopen-ing of many vaude houses remains to be seen. However, three indeto be seen. However, three inde-pendent ventures were started in 1948 that hold promise of breed-ing new performers. The talent quests by Arthur Godfrey and Horace Heidt, plus the Ted Mack-Lou Goldberg combo of the late Major Bowes staff, indicate that much new material will result.

Major Bowes staff, indicate that much new material will result.

That, by necessity, is a long-time to the control of the cont

and Jan Bart.

A jaunt with the Bowes amateurs has been helpful to all performers. They made their mistakes when they could afford to. A slip was received to the property of Heidt's Talent Hunt

Heidt's Talent Hunt
Horace Heidt Lient hunt seems
to be developing performers at a
faster rate. Heidt conducts auditions in various towns, getting the
faster rate. Heidt conducts auditions in various towns, getting the
calls and radio stations. He selects
the cream of the crop, for presentation on his air show and in various
town the stable list of accomplished
performers. In fact, Dick Contino,
the accordionist who has been a
consistent winner in his contests,
the contest of the contest of the contest of the contest of the
his own this year.
Godftrey's talent-winners are

'his own ins year. Godfrey's talent-winners are now taking to the vanders in an of the are of professional stripe. Acts that have been having comparatively rough sledding have found that winning one of the Godfrey contests provides a short-cut. They'll be able to play theat one of the contest of the conte now forming.

tres with the two Gootirey unus now forming.

Toppers of these shows have done yeoman work in digging up new talent. They've beaten the those likely to make the grade on the circuits. They've nutrured possibilities, frequently having given them professional advice and, more more according to the professional advice and, more more important, provided a showcase.

There's plenty of talent around —if one looks for it. Most of it of the more interest in the contract of the cont

iso into show business. Many term the current revival in popularity in this classification is reflected in radio and television. Godfrey, after two weeks in television, has Beriefs Texaco show. The Mack-Goldberg unit is in fifth place, the control of the contro

SEASON'S GREETINGS to All Our Dear Friends



MARK J. LEDDY

48 WEST 48TH STREET, NEW YORK

### **ROY DOUGLAS**

"Singing Ventriloquist"

Takes Great Pleasure in Announcing His Exclusive Management by

PLaza 7-5135

Musical Comedy Dancing Star

Just Concluded Personal Appearance at

COPACABANA, NEW YORK

Direction: WM. MORRIS AGENCY

## **BETTY BRUCE**

JACK DAVIS

Happy 43rd Anniversary, VARIETY

from JOEY BISHOP

It's My 43rd WeekAversary at Vine Gardens, Chicago

Personal Management: WILLIAM MORRIS AGENCY



Season's Greetings

TO OUR FRIENDS
THROUGHOUT THE WORLD

from

GRACIE FIELDS
MONTY BANKS

Exclusive Management
WILLIAM MORRIS AGENCY, Inc.



Season's Greetings



## SEASON'S GREETINGS

FROM

HARMONICA

THE MUTUAL

Week January 20 - Riverside Theater, Milwaukee

LATEST RELEASE - "DIANE" U-13

MUTUAL ENTERTAINMENT AGENCY, 203 NORTH WABASH AVE., CHICAGO

## Grins, Greasepaint & Grapefruit, Formula of the Circus S&S

By LES KRAMER

Season's Greetings

By LES KRAMER

Some luncheon clubs honor a coleb by pouring so much go to into him that he forfeits his bundle that the forfeits his bundle carried to the college of the c

Mike Fritzel

Joe Jacobson

are willing if not able. They're and we trust them with everything but lines and business. The Lampshade Lancers help to dress the state of the control of t

### COMEDY MATERIAL **FUN-MASTER**

Nos, 1 to 22 @ \$1.00 each Order in Sequence Only) SPECIAL: The First 13 Files for \$8.00 ! ! !

DIFFERENT BOOKS OF PAR end 10c for liste of et interial, songs, paredie atter, black-oute, etc. NO C.O.D.'S

PAULA SMITH

### In the Heart of Times Squar HOTEL CLARIDGE 44th St. and B'way, New York

ing to the Profes Room with Bath, Shawer, and Radia

DOUBLE

## JACK PARKER



NEW YEAR'S VIDEO SHOW

Management: TOM FITZPATRICE

CLINTON HOTEL :99



FOR OPEN CLUB DATES PHONE: TR. 7-2299

(Backing through A.G.V.A. franchised agents only)

**Chez Paree** 

Fritzel's Theater Restaurant

THE BEST - IN '49

Dorothy Dorben

"LINES OF DISTINCTION"

## **BEN BERI**

HOLDER OF A NEW RECORD IN NEW YORK
4 Broadway Theatres in One Year

Jan.—Capitol, New York—Thanks Mr. Piermont—Mr. Zee June—Strand, New York—Thanks Mr. Mayer—Mr. Morgan Sept.—Roxy, New York—Thanks Mr. Rausch—Gae Foster Dec.—Radio City, New York—Thanks Mr. Leonidot

Direction
N. Y.—Al (Busy Bee) Wilson
Chicago—Sam (Got a Million) Roberts

SPECIAL: My friend Amazing Mr. Ballentine is booked solid until March — few open dates after

THE SENSATIONAL NOVELTY

## **DOLINOFF and RAYA SISTERS**

"Doll-usions"

Week of December 23 RKO Albee — Cincinnati Week of December 30 RKO Keith's — Dayton

Thank You Dan Friendly

## **RENALD** and **RUDY**

"Adonis' of Balance"

Booked Solid: Starting March Buster Crabbe's Water Show THE "TOPSY TURVY" BOYS

## PEDRO and DURAND

Tops in Comedy & Tricks

Felisidades en Ano Nuevo

## **FAYNE** and **FOSTER**

"Musical Surprises"

Rang Out the Old Year — Ringing in the New

JUST FINISHED CHICAGO THEATRE-THANKS HARRY LEVINE.

## **BILLY CREEDON PRESENTS**

3 RAYS

THE AVALONS

3 WELLS 3 HEARTS 3 RHYTHMETTES 3 QUEENS

3 DEL MARTINS

Produced and Conceived by BILLY CREEDON
Personal Management—AL WILSON

A NEW FIND!

## **GINNY LOWRY**

"Vocal Touch of Velvet"

Pretty? . . . Veryl Sing? . . . Great!

## TIP - TAP - TOE

RAYMOND WINFIELD

SAMMY GREEN

BROTHER FORD

## JACK and SALLY TAYLOR

"Perfection in Balance"

RETURN ENGAGEMENTS EVERYWHERE!

## **BOB HAMMOND'S COCKATOOS**

Currently—Return Engagement CAPITOL THEATRE—WASHINGTON Thank You—SID PIERMONT

ABOVE ACTS UNDER PERSONAL MANAGEMENT OF

### AL WILSON AGENCY

Associates: PHIL GRAE, BILLY CREEDON

Paramount Building

1501 Broadway, N. Y.

BRyant 9-0543-4

# MICHAEL DURSO

COPACABANA ORCHESTRA

Now in 3rd Year at the Copacabana, New York

Thanks to the Copa Management

Direction: MUSIC CORPORATION OF AMERICA





## MICHAEL **EDWARDS**

Currently Featured with

MAE WEST

In "DIAMOND LIL"

to Be Followed by Engagements at

LAST FRONTIER HOTEL—Las Vegas

and America's Faremost Hotels & Supper Clubs

Direction: FEDERAL ARTISTS CORP.

8734 Sunset Boulevard, Hollywood

### CONGRATULATIONS

VARIFTY

JACK PARKER "The Jack of Clubs"

Me Too TOM FITZPATRICK

## MALINY

A Few Open Dates in April
Next-Hotel Arlington, Hot Springs, Arkunsas
Paim Beach and Miami Beach, Florids, to Follow

## **Manny Opper**

86th Week Hollywood Shaw Loung Chiesgo Pers. Mgt.: IRV LEVIN

## Florida Nitery Comics Rise From Clucks to Clicks in Repeat Dates

Always an anomalous town, this area is proving this season that the test than who ald eggs, or just too to yin past years, are clicking and making the spots they are working in; typical being Dean Martin and Jerry Lewis at the Beachcomber.

Hottest thing along the spots they are working the spots they are working in; typical being Dean Martin and Jerry Lewis at the Beachcomber.

Martin and Jerry Lewis a the Beachcomber.

Hottest thing since Kay Thompas on's cilck at the Cyoneabna son's cilck at the State of the Cyoneabna son's cilck at the State of the Cyoneabna son's cilck at the Cyoneabna son

is currently tabbing over \$1,000 at the Barken littery and bringing in the Barken littery and bringing in the Barken littery and bringing in the Barken litter and larry Richman for a return engagement at the Beachcomber in January, is still anyonars, his was a fairth increas, only a still anyonars, his was a fairth increas, only a still anyonars, his was a fairth increas, only a still anyonars, his was a fairth increas, only a still anyonars, his was a fairth increas, and which are also a still anyonary and a still anyonary in the \$5,000 weekly class, with the same basic act, but definitely a bigger audience attractionary and the same basic act, but Murray, who did not do so well some years ago at the Riptide and Kitty Davis; in this engagement (little manner than when he teed off the first season of the old Copa with Johnny Johnston, who, in hinter still a manner than when he teed off the first season of the old Copa with Johnny Johnston, who, in hinter still a still

singing.

From Lukewarm To Hot Same applies to many a comic or singer who came here before to floppol and now is back to click, before the same basic audience and critics. There's Lenny seek and the Lower Club for a return engaged the Clover Club for a return engaged to turning for a third straight sen at the Beachtomber; Henry Youngman, who in pre-way years son at the Beachtomber; the engaged the Club for the Clover Club for the Clover Club for the Club f

and died on first dates then came back to belt the tough audiences here—typical being Stan Irwin, Julie Oshins, Sunny Kay, Guy Rennie, Sid Gould, George De-Witt, Jack Carter, Hal Fisher in the group.

Rennie, Sid Gould, George De-witt, Jack Carter, Hal Pisher in the group.

Witt, Jack Carter, Hal Pisher in the group of the horizon of the nitery ops, who take a chance on booking these acts back, seem to feel that this area's supposedly blues audiences can brush an act, yet. when they revolved the supposed of the pishes audiences can brush an act, yet. when they revolved the supposed by the su



### HELENE and HOWARD

Club Dates and Television

Dir.: MATTY ROSEN

### **HAPPY 1949**

42 rue de L'Echiquier 42 Paris 10, France Cobles: Witeriefiw, Paris

### HAPPY HOLIDAYS

**Phyllis Louise** 

## **BILL McGRAW**

Singing Star

Currently appearing Boston Latin Quarter

(GOING INTO 8TH WEEK)

Boston Letin Quarter Boaking by Dick Henry, Wm. Marris Agency

## MARIE McCORMACK

Singing Stylist

Eleanor Roosevelt's "My Day" "A charming young woman with a lovely voice."

> Ed Sullivan, New York Daily News Colu "SHE IS TERRIFIC"

BETTE S. WHYTE-PLAZA 5-9134

Best Wishes to VARIETY

203 N. WABASH BUILDING CHICAGO

HAL COWEN-MGR.

### MPLS. CAFES SETTING TOP NAME TALENT

Minneapolis.

Minneapolis.

Minneapolis.

Minneapolis.

Minneapolis.

Mindeapolis.

Mi

will continue its ice show policy.

Flame Room has Connie Haines
underlined and probably Abe Burrows to follow. Carrival's current
headiliner is Jan August who will
be followed rby Chico Marx, Andy
Russell and Joan Edwards. Tentative are Vivina Blaine, Martha
Raye, Rose Murphy, Jane Froman,
Buddy Lester and Frances Lang-

### Nix Benny Deal

Continued from page 3 =

and not the \$1,000,000 reported, which represented 25% of \$4,000,000. Now that the Government has nixed the capital gains venture, Benny's tax on the sale, if it still went through, would be \$1,044,120. Thus, the Government's action would have cost the comedian \$705,120. \$705 120

\$705.129. Question intriguing the trade this week is whether CBS board chairman William S. Paley will attempt to proceed with pending deals involving acquisition of Bing Crosby, Fibber McGee & Molly and Edgar Bergen.

Immediate reaction in informed tax circles was that, in the wake of the Benny nix, any further at-

#### Benny's \$1,356,000

Benny's \$1,356,000
The trade slavys knew that the capital gains deal between CSS and sake Benny involved to CSS and sake Benny involved not the magnified \$4,000,000 figure which the dallies head-lined but which necessitated official CSS cents. In Concept of the CSS consistence of the CSS consisten

CBS airing of the figures was motivated by a desire to overcome impressions that Benny could be held on a personal tax of \$3,080,000.

tempts by Paley to woo other top personalities into the CBS fold under similar conditions would get a D.C. veto. This ruling is not ex-pected to have bearing on the Amos 'n' Andy \$2,000,000 CBS deal.

(An et told you so,' almosphere

deal.

(An "I told you so" atmosphere has permeated NBC hq., where execs were quick to remind all and sundry that, although Niles Trammell & Co, had first call on Benny's

sundry that, although Niles Trampells & Ch and first call on Benny's compile & Ch and first call of the Benny's compile & Ch and first call of the Benny's personal income back it is any perso

The trade recalled that at the time of the Benny acquisition by CBS there were reports that, in the event of a D.C. "no dice edict" the event of a D.C. "no dice edict" on capital gains, Paley would equalize the financial score for the comedian through an annual "consultant" retainer fee (some put it at \$200,000 a year) and extending over a 10-year period. CBS flatly denies there are any "protective," clauses involved in the Benny deal.

### Seidelman Continued from pege 3

production of films overseas, U's biggie doesn't think that technique is the answer. "Production is not going to be concerted or even large next year," he said. "It will continue as in 1948—spasmodic and scattered." "English - language films pro-

duced overseas are still meeting one hurdle which they've failed to clear," Seidelman explained. "Th can't compete with Hollywood's films in quality. As for foreign-language films, the risk of exchanging local currency for local pictures is still great. Moreover, in either instance, the American companies are so preoccupied with problems here that large-scale production abroad is not likely."

The business outlook for '49 must be divided into two separate subjects, Seidelman stressed. First, the boxoffice revenues of the films themselves; second, the "translation of billings into dollars."

tion of billings into dollars." Enlarging, on the first, Seidelman said: "I think that business prospects at boxofiices throughout the world have reached their peak and have now started a slow downward readjustment. The precupation of potential patrons to actioned them during the war years does not leave any great surplus for entertainment. "In other words, the homeswife.

for entertainment.

"In other words, the housewife
who couldn't get the most basic
of utensils, such as pots and pans,
today shows a ravishing interest
in the se things," he continued.

"That's how low it gets. Therefore,
there must be a levelling off of
film grosses.

"Moreover, I don't believe any great change in the quality of films will bring about any substantial change in this type of thinking." U's foreign chief continued. "We get the same reports from all of our people." canage in this type of thicking,"
Us foreign chief continued. "We get the same reports from all of the same reports from all of the same reports from all of the flims but the links of money."
No real shift in currency restrictions in '49 appears likely to Seldelman. Either complete or partial lars exportable are now in force in every country on the globe except lars exportable are now in force in every country on the globe except the U. S. Belgium, Switzerland and Canada, he noted. "I do not believe any great change in these helieve any great change in these making them stricter—is due in 1949. But I do think that towards the end of next year, and certainly in 1950, when encorrous the complex of the same stricter is due in 1949. But I do think that towards the end of next year, and certainly in 1950, when encorrous the control of the same stricter is due to the same stricter in the same stricter is due to the same stricter in the same stricter. I have been same stricter in the same stricter in the same stricter is the same stricter in the same stricter. I have same stricter in the same stricter in the same stricter in the same stricter. I have same stricter in the same stricter in the same stricter in the same stricter. I have same stricter in the same stricter in the same stricter in the same stricter. I have same stricter in the same stricter in the same stricter in the same stricter. I have same stricter in the same stricter in the same stricter in the same stricter. I have same stricter in the same stricter. I have same stricter in the same stricter in the same stricter in the same stricter. I have same stricter in the same stricter in

### Priority Imports

.

Priority Imports

Seidelman added: "To Illustrate that point by a case in point, I had with an important official of a data-damerican country. I wanted to know why ECA money should be a fair of priority imports which would be paid for with its money. Films are 36th on the bought enough of the other commodities will picture set the nod." Foreign revenues hit their peak at the end of 1947 and have been at the end of 1947 and have been the second of the country of the c

where."

Looking over the British situation—by far, America's most important foreign film market—Seidelman 8 a id reciprocal problems have been greatly magnified by a have been greatly magnified by a and Britain. He does not see any likelihood of the United Kingdom snarl improving in '49. In Australia, another important market, government officials have already present 30% repeet and be expected in the coming stanza.

Eisewhere, Seidelman envisages

denies there are any "protective"; peted in the coming stanza. Ciscuss involved in the Benny sheet of the stanza from the stan

### 'Icelandia,' Musical On Skates, To Bow on Coast

Hollywood.

Dick Barstow flew in from the east to write and direct "Icelandia," a new ice musical which Bert Gervis will produce at Las Palmas, Jan. 19. Barstow is con-cocting both the music and the thin thread of story which will hold the blade show together.

Production has been budgeted at around \$25,000. Weekly nut is expected to be high, since show will necessitate house alterations. Las Palmas seats 388.

Already inked for the skate opus are the Brinckman Sisters, Karvle Leigh, Bert McCuskor, Dorothy McCuskor, Johnny McKellen and Marie Purviance.

### Depinet

Continued from page 8

Like most businesses
muring that time, if forgot all about
the regular customer. Now he has
to be fured back because we need
him There are millions of him and
her in this country who have gotten
free millions of him and
her in this country who have gotten
They are older, too, than they were
seven or eight years ago but no
as old as you think and more set
in their ways. The old rocking
they do prefer the carptet slipper to
the dancing pump. There's lots of
competition for their leisure and
their amusement doller. Full the
they like to buy comfort and convenience as well as entertain and
Dennier's Reserved Scale Plan

Depinet's Reserved Seats Plan Depinet's Reserved Seats Plan
I have an idea, which I am passing not our own theatre operating company, that I think might be successfully put into operation in hundreds of theatres throughout the country. It is, reserved seat new, the Radio City Musie Hall has successfully maintained its first merzanine floor as a reserved seat section since its opening 15 years are and an amount theatre the reason and the section of the

policy.

and Latin America either have a wholly or partially reserved seat policy.

Such reserved seats sold at a Such reserved seat policy and the seat sold at a Such reserved seat sold at a Such reserved seat sold at a Such reserved seat sold at a such seat and towns such reserved seats. No doubt in most cities and towns such reserved seats could be sold on a subscription basis with sold on a subscription basis with seat at a specified matinee or evening performance with early change of program. By setting aside a conflowable working between the seat at a specified matinee or evening performance with early change of program. By setting aside a conflowable working seat of the s

1999 with great confidence.

The industry has done much this past year to heal its wounds and solve its problems, but the job lank done its problems, but the job lank the perhaps will never be finished, but there is reason to believe we are all healthier than a year ago. There is still much to do and it would be second in our efforts to correct mistakes, eliminate waste and fight for a deserved better share of that centertainment dollar.

## VARIETY BILLS

meetion with bills below indicate opening day whether full or split week. Letter in parentheses indicates circuit: (1) independent; (1.) Loew; (3) Moss; (P) Paramount; (R) RKO; (S) Stoll; (W) Warner; (WR) Walter Reado Denetic (Or be enter the control of the control of

CINCINNATI
Albee (R) 6
Sammy Kaye Orc
Fansy the Horse
COLUMBUS
Palace (R) 16-12
Peter Lorre
(three to fill)
HARTFORD
State (I) 7-9
King Cole 3
Rey Anthony Ore
Coco. Sieve &
Eddy MMAMI NEW YORK CITY
Capitol (L) 6
Burt Lancaster
Julie Wilson
Nick Cravat
Charlene Harris
Gene Sheidon
Walter Long
S Henderson Orc

Auter Long
S. Henderson Orc
Music Hall (1) &
George Tatar
Evelyn Garay
Joan Lyons
Cristianis
Pallenberg's Bears
Rockettes
Corpa de Baliet
Sym Ore
Paramoune
Benn"

cores de Baltes
Sym One au (P) |
Benny Goodman (P) |
Barbary Ann Sootl
Barba

Pat Theriault Jack Green Jimmy Grosse Haroid Paren Haroid Paren CHICAGO Chicage (P) 5 Jack Carson Marion, Hutton Dave Munick Book Walles Weeney Tommy Wells Emerial Sis CHICAGO Oriental (I) 5 Three Sun 15

CHICAGO
Orientel (1)
Three Suns
Vivian Blaine
Jack Leonard
Winter Sis (3)
Carl Sands Ore BRITAIN

GLASGOW GLASGOW
Empire (M) 3
Jack Radcliffe
Robert Wilson
B & A Pearson
Prestons
Helen Norman
Joyce Edmanson
Matt Nixon
Jacqueline Dunbar
HACKNEY
Empire (S) 5

Empire (S) Lt Ian Fraser Javen

Frogmen Tarzan Jr Hazell Conky Jav Aqualovlies
Doug Wainwright
Gerry Leader
Piet Van Brechts Cabaret Bills

Charith Indra
Australian Air

LEICESTER
Falace (5) 3
John Bodew
V & J Crastonian
Yaie & Diane
Stevano
Harvey Sis
PONTSMOUTH
Madrigal
Anne Shelton
Mac Donald &
Mac H Nesbit
Dolaire
Torrick
Succept
Su

Sing Meedle Ore
Le Perroquet
Le Perroquet
Marvin Rayme
Jane Rouse
Jane Rouse
Method Sing Meedle
Method Sing Meedle

roid Negel Ore Hotel Edison

Heroid Negel Ore
Hotel Edison
Henry Jerome Ore
No 1 Fifth Ave
Nency Andrews
Goodman &
Kirkwood
Hazel Webster
Downey & Fonville
Hotel Ambassador
Fred Oliver Ore
William Adler Ore
William Scotti

NEW YORK CITY BRK CITY

Billy Toffell
Irving Conn Orc

Vindent Test

Vindent Lopes Orc

Irving Feld Orc

Lettin Quarter

Evolument Louder

Lettin Quarter

Louder

Landre & Verna

Stop Bros

June Graham

Richard Darens

Richard Darens

Winton Frankel

Bloke Grayson

Frominader

Frominader

B Ratiow Ore

La Barlow Ore

Recta Barlow Ore

Bagatelle
Dorothy Ross
Deep River Boys
Jack Corleis
Jose Poniere
Louia Hawkins

Muriel Smith
Cafe James
Pat Harrington
Cafe Society
Jack Gilford
Patti Page
Roche & Aznavous
Dave Martin Ore

Boerie Martin Ore
Cilose Sarah Vaughan
Fred Robbing
Gorge Sarah Vaughan
Fred Robbing
Gorge Sarah Vaughan
Fred Robbing
Gorge Sarah
Joe E Lewis
Austin Mack
Dorothy Keller
Ferry Stevens
Sonny Calcilo
Alvares Ore
Live Sonny Calcilo
Alvares Ore
Live Sonny Calcilo
Alvares Ore
Live Sonny Calcilo
Live Son

peatrice Fung Oye
Line Delmonice
Greta Keller
Greta Keller
Jack Gansert
Bilty Banker
Heller
H

Rey Anthony Ore
BEOGRAPH OF THE STATE OF THE Old Rouma Sadie Banka

Robbets Sia & White Dixie Barnie Boys Ruton's Dogs Boyd Heath The Rays Boyd Heath The Kayos WASHINGTON Capitol (1.6 to Capitol

Jackie Phillips
Larry Marvin
Barbara Davis
Nanette
Belia Smaro
Joe LaPorte Ore
D'Aquila Ore
Penthouse
Kurt Maier
Art Ford Royal Roosf Biliy Eckstine Charlie Ventura Charlie Parker T Dameron Ore

Spivy's Keliy & Koating Spivy Versailles George Uimer Bob Grent Ore Panchito Ore

Bob Grem CoPanchito Or CoCompany of the Company CHICAGO

Sader Bankas

Minach Merchant

Sherman Haves

Del Wicksome

Borner State

Sherman Haves

Den Wicksome

Share State

Sherman Haves

Den Red Gorde

Den Red Go

### Exhib Pan Continued from page 3 ;

business brought about by exhibitors and if first we put our own house in order, we would be in a better position to urge, and even demand, that the producer and distributor put their house in order."

Getting down to specifics, Grain-ger referred to the Allied resolution urging the studios to discipline those stars "whose conduct brings them into public disrepute." He averred the resolution would have been much more effective if exhibs had resolved to discipline the stars by immediately withdrawing bookings of their pix and by refraining from immediately contacting exchanges to book films in which such stars appeared. He added:

"I venture the thought that when Robert Mitchum was featured in every newspaper in the country because of his difficulty with the law, 90% of the exhibitors who attended the N.O. convention immediately contacted film exchanges

mediately contacted film exchanges for his pictures. (I'll best you to the punch—we were no exception.) On the same grounds, Crainger of the control of the control of the demning the distrib practice of reissuing oldies with such stars. If exhibitors would quit booking such reissues, he said, the distribs would very soon refrain from rush-ing them into release.

would very soon retrain from rusaring them fino release, so ences in the Allied resolution opposing "forced percentage playing time, especially in smalltowns and low-grossing theaters." He urged experients of the state of the

## Broadway Saw Interesting Shows, New Talents in an Impressive 1948

74 Productions Include 18 Hits—Total of \$7,000,000 Invested-\$29,000,000 Grossed

By HOBE MORRISON

The year 1948 was a notable one in the Broadway theatre. Although the number of productions failed to contain with a generation sao, it more or less maintained the production state of the production

pine cutter outginal investment ("Joy to the World," for example).

The total gross for all shows for the year was \$28,806,000.

The total gross for all shows for the year was \$28,806,000 in the basis of Vaurir's week! the year was \$28,806,000 in the basis of Vaurir's week! the year was \$28,806,000 on the basis of Vaurir's week! the year was stated in productions during the year. Of this, around \$3,000,000 are be paid back, including the year.

For the year of the year of the year of \$3,000,000 are be paid back, including the year of \$3,000,000 are be paid back, including the year of \$3,000,000 are be paid back, including the year of \$3,000,000 are be paid back, including the year of \$3,000,000 are be paid back, including the year of \$3,000,000 are be paid back, including the year of years of

#### Newcomer Authors

Newcomer Authors

In the authorship field, the brightest newcomers were Thomas Heggen and Joshus Loon. Gertrude Berg, Robert Robert and Joshus Loon. Gertrude Berg, Robert Robert E. McEntroe. Richard Harrity, Frank Loesser (new legt) and Charles Gaynor. In this category, too, there was an exclining comeback by Cole Porter, in collaboration Colstanding among the directors who "arrived" during 1948 was Mary Huner, with Sam Wannamaker and Paul Crabtree runners-up. Jules Dassin and H. C. Potter, also made impressive and particular to the property of the pro

William Eythe. Economic conditions took on even greater importance during 1948. Bastically, two different but related factors appeared to be involved. One was the increasing levellings the war years' boom. With the public beginning to shop of show buys instead of mobbing every entertainment offering regardless of merit, managers were forced to present stronger shows.

### Increasing Costs

The other factor, the increasing cost of production and operation, made it progressively more difficult to finance shows and toughter to keep current ones running. It also squeezed by rising costs and declining net simultaneously dening growing buyer resistance from the public.

Two significant developments resulted. One was the contraction of the contr a number of poor

of last summer.

Presentations which used the "twofers" widely were "Command Decision," "The Heitress," "Harvey," "Born. Vesterday," "Strange Bodfellows," "Respectual Prostituter". Tiope's the Thing," "Angel in the Wings" and, starting strange to the Strange Bodfellows is the Mings of the Wings of the W

#### Censorship

The threat of censorship arose again in New York during the year, but was, at least temporarily balked as the Cunningham bill was defeated in the City Council, after vigorous opposition from various theathest and council, after vigorous opposition rom various theathest and council, after vigorous opposition rom various the council, after vigorous opposition rom various the council, after the council of the

tain dialog revision at the "frienty suggestion" or officials.

Elsevision in the force of suggression were more successible of the suggestion where more successible of the suggestion with the suggestion of a scheduled local engagement of "Respectful Prostitute," and there were the usual censorship incidents in Boston and other towns, which had repercussions on Brandway.

Another out-of-ownsing of Washington as a legit town, Rather than abandon its policy of reads aggregation in the face of Equity's refusal to permit its members to appear in a lim crow house, the management of the National income as a picture house, the new policy has continued and various attempts to obtain a non-segregation legit theatre in the Capitol have thus far failed.

EXT Takes a Powder

#### ET Takes a Powder

ET Takes a Powder

The year saw the demise, or possibly only hibernation, of the Experimental theatre under pressure from the craft unions. On the other hand, 1948 saw the emergence of New Stages as a vital off-Broadway producing organization and the first public presentation by the Six O'Clock and the first public presentation by the Six O'Clock and the Control of the Control o

New York the state of the theatre and New York the New York were particularly active, buying the Frondhust. Shubert, Booth and Plymouth theatres in one deal and acquiring the Belasco in another. Meanwhile, the Winter Garden returned to the legit fold with Michael Todd's production of "As the Girls Go" and the Golden resumed stage fare with "Oh, Mr. Meadowbrook." The Maxine Elliott and Playhouse were

Go" and the Gotten resumen stage tate was made and mean when the Gotten resumed as the control of the Gotten and Indian Ellott and Playhouse were used as television studios.

And 1948 saw the passing of a loved and respected veteran of the Broadway scene in the death of Jack Puliaski, the Dee of Vaniery.

### To Whom It May Concern By PAUL GERARD SMITH

Partl. GERARD SMITH

Several times in the last 50 years, I have heard repeated over the air, in newspoint and in the Obituary columns, the following fact:

"Jack Norworth, songwriter, wrote several dittles, among them a very ungrammatical and musically toor-like Mc Out to the Ball Game."

There is no doubt whatsoever that Mr. Norworth wrote this number. He will never let you forget that, nor will anybody else. However, the legend have rote that the seen a ballgame, that he detests baseball, and he only wrote it, because he needed money and he thought it would be a good idea as baseball was slightly hot in those days. It slint cooled off none.

I have been a ballgame, that he detests baseball, and he only wrote it, because he needed money and he thought it would be a good idea as baseball was slightly hot in those days. It slint cooled off none.

I have been a ballgame, that he detests baseball, and he only wrote it, because he needed money and he thought it and as proof offer this in evidence. I remember the first ballgame that Mr. Norworth attended. He got in one past, a foot in at the same park on a foul ball of the same park on a foul ball. Grant was pitching for the Bules with a guy named McClellan catching. For the Grays, a gentleman named Robet E. Lee was in the box. There was no manned Robet E. Lee was in the box. There was no ball got by the batter's bat, the entire team chased it until it was captured.

Mr. Norworth cheered lustily for either side. It didn't matter much, insamuch as he sat all during the children and the manner of the ball of the same park on the side of the same park on the same park on the same park on the same park on a foul ball with the same park

The game ended in a victory for the Blues, a very

## No Mere Pooch Was Winkie

By CHARLOTTE GREENWOOD

We were, inevitably, an incongruous pair, Sir George Winkie and I. Which bothered neither of u. I might add, and the manner in which nature flung me together, and Sir George, with his centuries old Sir George, with his centuries of the concern but his devotion to me. Whenever we went for one of our habitual walks, we ignored the smiles occasion. a sightseeting bus driver thought us amusing enough to direct the might be concerned to the second of the second of the second of the concerned of the second of the second

A foreigner, he needed no instructions in the manners of our life. He taught himself the technicalities. He adapted himself with the silent and great simplicity which stems from a selfless devotion:

stems from a seniess devotor.

Despite his great preoccupation with whatever concerned
Martin and me he was adequately interested in our friends
—but never demonstrative in any attention he gave them.

He was, when need be, sharply articulate. He was almost
ferezied in his warnings on a couple of occasions when
strangers to him arrived. His warnings, were proved quite valid.

Because of his smallness, his good manners seemed dainty. His world-wise little face would crinkle with joy when he was greatly pleased and became a mask of inscrutability when he was not.

when he was greatly pleased and became a mask of inscrutability when he was not.

He loved me; I know he did. And in a way he loved Martih, too. There was a difference in the earlig he gave for the control of the con

charmingly vain. Only because it pleased me to watch him—his moyements were so beautifully coordinated, and inim—his moyements were so beautifully coordinated, and complex. Thinking he was unobserved, he'd sit, on every sumshiney day, on the edge of our pool. (I never saw bim sown). He'd has sto on the edge of the pool by the our sown. He'd has sto on the edge of the pool by the our sown. He'd has sto on the edge of the pool by the our series of the pool of the control of the contr

slight edge, and it was only due to the fact that the South lost their ball and couldn't put up another South Since that time. Mr. Norworth has attended many baseball games. I happen to know that he is manager, captain and proprietor—under an assumed name—of the Laguna Beach Sand Dabs, a team organized in the vicinity of his present home. It is a very unique team, inasmuch as they use a broken our for a bat and a language of the south of the s

It is misleading articles like this that bring the mu-sic world of the United States into international dis-

repute.

I hope VARIETY will find the opportunity to correct this ever-spreading falsity.

# George M. Cohan



Heywood Broun's Observation

George M. Cohan

The greatest penalty and the control of the tragedies of the warr plant of the control of the warr plant of the control of the warr plant of the control of the

# Weep Not for the Lowly (?) Dramatist, Or 'Are Playwrights Human?'

By EUGENE BURR

Commentators,

to say nothing of the play-wright him-self when he writes a letter to the editor—are always eager to describe his pit; the pit of the reasion, when I've needed a column. For some reason.



I've needed a column. For some reason, sobody else seems able to evoke quite so many hot, unnecessary tears. Actors can wear their legs off to the knees tooking for jobs—but who asked ducers can go broke and set up to the control of the column of the col

managers at the Wailing Wall in Shubert Ailey.

Most of the wroadly seems to switch a supply two points: the awdid, stupple people who are allowed to read the playwright's wonderful play and reject it, and are allowed to produce it and ruin in the process. It's true that the people who read plays include a number of the produce it and ruin in the process. It's true that the people who read plays include a number of the produce it and ruin be the produce of the people who read plays include a number of the produce it and ruin in the process. It's true that the author is likely to get an assortment of opinions no two of which bear other, and that one theatrical Great Man will tell him to change the third act or get more competitive the first act is bad, and the third-act tringedy has to be emphasic. This is apt to be confusing.

But, after all, the playwright is

This is apt to be confusing.

But, after all, the playwright Is
fundamentally just another fellow
with something to sell—even if
that something happens to be his
life's blood—and, taking it by and
large, he doesn't get any worse
treatment than most peddlers.

For some reason, nobody's ever bothered to look on the other side of the desk, and study the sad case of the murderer who has to view the long succession of authors and the scripts they so soulfully tote.

The playwright is probably the most weep-over character in the annals of theatrieal tear-jething. Some producers avoid plays and the play the play

the playwright as hard to take as the playwright himself.

| Prima-donning Poscurs |
| Strangely cough, the writers of good plays don't usually at into good plays don't usually at into good plays don't usually at the control of the plays o

The Personality Kid Then there's the Personality Kid. He breezes in as though you were a radio director and he were an actor trying to get a job. His and the second of th

fellow with a mind of his own."

He makes no scene when you tell. him his script's no good. There's the same chumminess, the careful limpersonation of a friendly puppy-dog; except that now a pained, hurt look, bravely hidden, has rather obviously been added, You know he's already thinking of hitting you with his next play.

inas rather obviously been added, You know he's already thinking of hitting you with his next play. You have to carry your filled you will his hext play. You have to carry your filled you have you will flash you we were you have you have

knees;"

He waits for you to come to him
on your knees; but, when you
don't, he stalks out, leaving an
extra "Pah!" for the use of your
secretary. For weeks thereafter yor

ALFRED LUNT and LYNN FONTANNE Now in Rehearsal, "SPEAK TO ME OF LOVE"



· (Continued on page 254)

The word shoestring has virtually disappeared from current writings about the theatre. Very this is good or bad may be tion, although the shoestring-Whether

the shoestringer was sometimes a picturesque fellow who added a touch
of color to the
Broadway
scene. I know
something
about the subject, because



n Bamberger

self on one occasion, though I was not exactly picturesque or color-I once produced a play for \$2,400.

82.400.

The show opened on a Tuesday night. The next morning the N. Y. Times. dismissed it with one of those briefies and the following week. VARIETY reviewed it with that doleful postscript: "Closed Saturday after seven performances; printed for the record."

For a long long time wife...

Daturnay atter seven performances; printed for the record."
For a long, long time my floys
as subject to be avoided an
forcing myself to write about it,
move only in a spirit of bravado, to
prove to myself finally that I no
longer care. But flow you so a farriad
someone will remind him of the
time he did a stretch in sitr.
There were some things I didn't
have to be ashaned of. Don't
think with \$5,000 colors. Not at sit.
with \$5,000 colors. Not at sit.
Harvey' has amanged to strenge
along there for quite a spirit.
We produced it in a first class. Anyway,
Harvey' has managed to struggle
along there for quite a spirit.

when the states and some first class actors, Dennie Moore was the fembrace in the state of the s

Two-Bit Actors

Every actor received the same pay, \$25 against varying percentages of the gross. Originally we also also actor of the gross and 1 each put up \$500. The actors were algred to a straight percentage, but when we sent the contracts around to Equity, they involved the gross of th I cant explain the mathematics at this late date. Maybe we cut down the original budget from \$1,500 to

There was no rehearsal pay in those days and the main item of expense was scenery. We found a hungry designer pai, who for 100 manckers, dug up an old set which was rebuil and repulled for \$400. tumes were rented. We had no flice upstairs in the theatre rentered and Leannot remember that we had either legal or accounting or accounting for the merely opened a bank account and started producing. producing.

That was April, 1933, the season of "Dinner At Eight," "The Late Christopher Bean" and "Of Thee I Sing." There were 150 productions that season, but mine was not among the 149 best.

among the 149 best.

I was planning to tell the story without mentioning the name of the play, but what have I got to lose now? It was a little number called "Man Blies Dog," by Don Lochbiler and A. Arthur Barton. Didn't Kernit Bloomgarden's production of "Woman Bites Dog," three scasons ago give you a twinge? Edd. Originally it was the color of Jocholick, then's reporter, bed originally it was the motive of Lochbiler, then's reporter,

now a columnist, on the Detroit News. It was brought to me by Phillp Loeb, who had met the au-thor when he was touring. I think with "The Garrick Gaieties."

with "The Garrick Galeties."
It was a farce laid in the office
of a tabloid newspaper and it had
stuff, but I discovered, being a remarkably bright fellow, that inneeded work. I went to Detroit for
a week's confab with the author
rewriting. While yee got Barton
in fact tried my hand at some
rewriting. While yee got Barton
in I thought the

in a co-subtre series we go nation in a co-subtre series was funny, but I couldn't raise a dime. If suppose I would have needed, between \$10,000 and \$15,000 in those days. Somehow Stepard Truthe got interested, and arranged for Gaites, Gaites was convulsed, and persuaded Lee Shubert to listen to H. 1 did the reading and the play laid an egg. It wasn't funny to show the country of the country o

Great Exodus

Traube disappeared from the picture. He wasn't the only prospective associate I had lost. Howard Benedict, Morrie Ryskind and Howard Dietz got mixed up with the script at various points along the line, which I mention to prove it must have had some merit. But in each-case the outcome was the

same.

There was a great part for Victor Killian and I got the script to him. He was nuts about it. I remember that I was home recuperating from an illness—mumps, if you must know and since I am spilling the entire truth—when he dropped in. I reported my inability to raise the necessary funds.

piece of the show."

That started me on a new tack.

Mitchell said okay. Tack my new
gol at \$1,300. Barney Klawans,
who was then manager of Joe Lebang's three theatres, one of
which was the 6th Street, agneed
Another fellow, a non-pro who had
ideas and a vocabulary, came in
for another \$500 and I dug up the
same amount. After two years of
struggling with this script, I was
now a producer. My name would
bod great on the houseboards.

look great on the houseboards. Mitchell was to get 25% of the profits in lieu of salary, Klawans was the manager without compensation, I was the press agent on the same terms. There was no guarantee for the house, no rehearsal expenses and we were to open cold. Our setup was sheer Our third partner, the non-prowho shall be nameless, balked at

giving Mitchell 25% of the profits for directing.
"You've nursed this script along so far," he said. "You direct it. Why should we give up a quarter of the profits?"

of the profile?"

I protested that I had not proven myself as a director. I might be good or I might be good for free.

for free.

After a week of joint effort I let Barton conduct rehearsals without wart I laughingly call my assistant I laughingly call my assistant I laughingly call my assistant in the second of the

promptéd this noble gesture I am at a loss to recall.

Anyhow, the production cost only \$2,400. That's an achievement, and even though the show was a flop, maybe it's time for me to stop being sensitive and brag how cheap it was. The last time I produced a play it cost \$71,000 and didn't run any longer.

### That Oldfashioned Sock

By Arthur Schwarts

When the "Band Wagon" opened in 1931, I remembered that Max Gordon predicted lavishly that it was going to be "the end of the distance of the state of the state

strings. Max was dumbfounded.
Some years later, when I produced "Cover Girl," several of the critics went overbaard in praise of its "restainess and ground-break whole school of conventional back-stage Hollywood musicals. You guessed it. The critics were wrong. The oldicationed musical, when control of the convention of the convention

The musical stage took a running broad-jump ahead with "Okla-(Continued on page 254)



MADELEINE CARROLL "GOODBYE, MY FANCY" Morosco Theatre, New York

## That's My Cue!

Wednesday, January 5, 1949

By EZRA STONE

Once upon a time in the days of actoromanagers and \$2,000 tours, there was a theatrical star whose name conveniently expanded tours, there was a theatrical star whose name conveniently expanded tours, there was a theatrical star whose name conveniently expanded to the star of th

dided to hunt up former stage managers who had been fired by the stag, and get some tips. He tracked down three of them in Bergme's one nite. There they sat at the bar, on the flat stools, flat broke, and splitting one flat beer, as thing the old man incast on," said the sixty of the stage of the stage

### All's Well-So Far

All's Well—So Far

Opening night and ail was well. The Old Man was called for his first entrance and he strode right on stage from his dressing room without having to hasten or slacken a step. He received a tremendous paid to start it feel they should give his under whether the received a tremendous paid to start it feel they should give his the start of the start of

nroncied.
"I'm going to buzz the lobby in three minutes, you better get ready,"
i'm going to buzz the lobby in three minutes, you better get ready,"
ie stage manager warned. "Have you got the sword?"
"The prop man always slips it to me just before I go on."
"Well, I better remind him," said the stage manager. "I don't want
not elimpse".

"The prop man always slips it to me just before I go on."
"Well, I better remind him, said the stage manager." I don't want and the stage manager." I don't want in the stage manager is to the stage manager and the stage manager and the stage manager rang up the curtain for the second ast cue in my life. Nether did my brother or my father."

Just as the stage manager rang up the curtain for the second ast cue in my life. Sword super light up another cigaret, so he tujued over to him and whispered. "The curtain just went up on the second ast property and the stage was franked. The stage was franked and blew it out with a gust of air shelf them that the stage manager was frankedly trying the push the update and and all the Wilmington thespian just braced himself against one of the light the stage was franked to budge, shouting. "Leave me alone! I know my cue!" I know my cue! I know my cue! I know my cue! I know and yelled offstage. "Where the hell's that dumb so-and-so with the sword?"

and-so with the sword?"

With a flourish the super took the sword, straightened his tunic and started for the entrance, calling back to the stage manager, "That's my cue!"

#### Pigeons—and People By ROUBEN MAMOULIAN

When I was working on "Oklahoma!" I thought it would be a fine effect, expressive of the mood of the play, to open the first cur-tage of a sunit stage of Lorrie's house, with its happy country which plays and before anything else happened, to see a flock of matter pigeons by across the stage, then proceed with the opening sang, which as most of you know by now, is "Oh, What a Beautiful Morning."

white pigeons by across the stage, when proceed with end opening white as most of you know by now, is "Oh, What a Beautiful sort, which is a superficient of the process of

impatient to see the first curising to up at any other dress reharsal.

Final press moment came. The sumy panorams of the Final curising from the state of the pressure of the curising curtain. The conductor contains the pressure of the pigeon-crate was opened by the expert (whom I never want to see again) and then—the unexpected happened. Instead of flying across the stage, as they were trained to, the perverse brists fiew stringlit up, like Roman Landles, and landed on various scenic pipes on the top of the stage. There they stared, not only throughout the dress reheares but through the three days of our performing in New Haven, causing unexpected embarrassment.

### Plans For Prolonging Longevity of U.S. Legit

(Co-Director of Theatre Guild)

ANT-VER of Theatre Cauliforms and the segment or to try out new plays, is experiment or to try out new plays, is present. The possibility of increasing employment by increasing the segment of the segme

(Continued on page 272)

Actors Equity Association has called on the managers to help them during the coming year in solving the unemployment problems of the theatre. This conifer entitle forth the most constructive efforts on the part of everybody to make a surgestions suggestions which wlll pro-



wide employ-ment, not merely for the actors, but for all the other are and actors, but for all the other arts and crafts which exist in the theatre, and are equal-ly affected by the adverse business with which the theatre may be in-

treessing facet uning the users years. See years. See years the property of a property of the property of the

forth much promise, and every effort should be made to revive it.

In England, the existence of Interest Stockers, small Articomedy Night Stocketes, small Articomedy Night Stocketes, small Articomedy Night Stocketes, and Articomedy Night Stocketes, and the Stocketes in the last five years to such that the last five years to have like outsides in the last five years to have like outsides and ignore its support of the stocketes and ignore its significance. Thus it is possible for an actress, such as Pamela fir an actress, such as Pamela fir an actress, such as Pamela fir an actress with the significance of the such acts of the such as t

#### Encourage the Strawhats

Encourage the Strawhals
Every effort should be made by
Equity, the Dramatists Guild, and
the League of New York Theatres
that young playwrights as use that young playwrights as use that young playwrights as the play of the conditions in the summer theatres,
taken is the one field in which it
shells is the one field in which it
shells is the one field in which
yithout risking you on a play
without risking you
made to keep the summer theatres
made to keep the summer theatres
made to keep the summer theatres
made you

### All the Fun Has Gone Out of the Theatre; Today they All Look for An Angle

By ARTHUR HOPKINS

In my early newspaper days in St. Paul there was a poetic recluse on the Pioneer Press who fashioned occasional human interest



nis story. It became a joyless how a possible to the common with earlier days, still remembered by some of us, still remembered by some of us, still remembered by some of us, the theatre has become a joyless place. The fun has gone out of it. Now it is a place of frantic scrambling for recognition and appearance of the magning of the common thing to be used. What is you are not, but a means. It is something to be used. What is you and the sawer in the worried for the same of the common thing to be used. What is you are looking for an angle. That is the lift of the political, the sature of the something to the something the something to the something th

the quick payoff.

The theatre was once free of this frenzy. There was more employment and less living expense, proposed to the control of th

employment. But, somehow, the greatest loss the theatre has suffered is the loss

might follow.

A Daily Habit

But fun at the Lambs and Friary was not limited to special affairs. It was the daily menu, enriched by the luminaries above and such daily contributors as Benjamin It was the daily menu, enriched by the luminaries above and such daily contributors as Benjamin It was the daily menu and the lambs. The lambs of the day, the lambs of the day of the Morning Telegraph, Vincew Bengia of the Morning Telegraph, Vincewark and Selfer and Morning Telegraph, Vincewark and Selfer and Morning Telegraph, Vincewark and Selfer and Morning Telegraph, Vincewark and Morning Telegraph (Morning Telegraph). The Morning Companies in far places and lightened life on the road, it also found all stage doors in the city opened and brought the daily builtetins.

Writers and Producers Too

of Joy.

With a closer were one
With, all when replaced by
Malice has replaced geniality.

In the old days there, were true
with work leavement the theat with which were and believe it or not, there
with work leavement the theaterical were producers who liked fun and

By ARTHUR HOPKINS

read The great moment of a linew how to make it. High in hands Gambal or Friese Frolic was not the show, but the dilenter and the Charles Dillingman that followed, for here there were specified with the Lambs, Wilton Lackaye, Wildeld Wild, Mayes Thomas, Rayman and Harry Frazee. They knew how to the Lambs, Wilton Lackaye, Wildeld Wild, Mayes Thomas, Rayman and take a few minutes of relating Hill of the World Hopper, all men of culting their troubles to Sam Harris. They World Hopper, all men of culting their troubles to Sam Harris. They World Hopper, all men of culting their troubles to Sam Harris. They would wolf, the permanent toast-master and the greatest default and their troubles to Sam Harris. They could be supported by the standard of the standard

after that?

To any of the oldtime producers, the idea of being ashamed of a failure would have seemed rather preposterous. Shame of failure reprosterous. Shame of failure atte. To the oldtimers that would have had as much sense as Babe Ruth being ashamed of striking out. The nearest to a complaint that was heard was tharty Frazee's until temark after failure, Show me?

me."

These people had something of themselves that they never lost. The only possession that any of us can take with us is the part that we refuse to sell for money, glory or approval. It can be summed up as simple human dignity. When any other country of the theatre much of this, too, was lost, too, was lost.

### Summer & Smoke Closes 60G in Red

Although Miss Jones doesn't plan to tour the play this season, she may do so next fall, or else lease the road rights to some other man-agement. In that case there would presumably be additional return for the investors.

for the investors.

Last week, only a few days before "Summer and Smoke" closed, the local musicians" union demanded retroactive wage boosts for two of its members employed with the play, "although the management had granted a raise for aft the men in the orchestra even before the play.

in the orchestra even before the increase recently negoliated by the League of N. Y. Theatres.

Although the show was slated to close at the end of the week anyway, the raise was given when the stagehands union joined the tooters in a walkout threat. The boost involved a total of \$402.

### Back Mpls. Stock

Civic-minded localities are underwriting a six-week dramatic siock season for Don Stoltz, operator of the Old Log, strawhalter, and the control of the Control of the Market Parket Country of the Market Parket Country open dates the balance of the winter.

winter.

Season gets under way Jan. 10
with "The Front Page" with Minneapolis newspaper people and
the Hennepin county sheriff playing the roles of their prototypes
in the opus. Piece was done similarly at the Old Log last summer
to turnaway business.

Stoltz plans an Equity company and guest stars.



BEASON'S GREETINGS CORNELIA OTIS SKINNER

### Few Local Runs, One Broadway Hit, Several Errors as L. A. Legit's Score

By MIKE KAPLAN

Coast legit production hit a new high in quantity last year — but the quality was sadly lacking. Season that was touted as a harbinger of a production boom that might make Los Angeles the country's No. 2 legit town, bogged down halfway through the year and wound up leaving locals wondering if L.A. legit had yet outgrown its swaddling clothes.

The wiseacres, of course, point the figures involved to show that it was a great year. And it's true that better than 60% of the great estimated \$3.377.800 chan-neled into legib bosoffices during, need to be stated to the state of the to strictly local attractions. How-ever, a breakdown of the flagues indicates that the grosses don't mean too much. Ken Murray's grabbed a wow \$870.000. The five grabbed a wow \$870.000. The five form Mann junicial revivals at the outdoor Greek theatre ac-tonic was included for anything more than purely local consump-tion. that it was a great year. And it's

tion.

Unlike previous years, when many producers frankly admitted that their efforts, like "Blackouts' and the Greek theater offerings, were subrord expressly for Annajority of the shows born here during 1948 were optimistically labeled "Broadway-bound." Some actually made the trek. But not until "Lend An Ear!" hit the east-angles-originated show look as if it had a chance in the east.

Biggest confroversy, of course,

Angeles originated show both as Angeles originated show both as Singert controversy, of course, was over the L.A. Civic Light Department of the Lorentz of t

#### 'Tonight' Was Short

Tonight Was Short

Tonight Was Short

First LA. to NY. bust of the year was "Tonight at 8:30."

First LA. to NY. bust of the year was "Tonight at 8:30."

First LA. to NY. bust of the year was "Tonight at 8:30."

First LA. to NY. bust of the year was "Tonight at 8:30."

Lewis and Young, although originally mounted in Princeton. It was to the year of year of the year of yea

year James S. Ellioti's American premiere production of Kelth Winsters and rehearsed on the Coast was cast and rehearsed on the Coast but never presented here, entire production being flown immediately to Broadway. We refer to the same state, it was without the charged to Coast producers in the same state, it was with be charged to Coast producers in ce Elliott, a New Yorker, and when he conceived the idea of producing the Winter script, which had been a London success some 15 years earlier.

Purely local busts during the

Dyears earner.

Purely local busts during the year were many and varied. They ranged from political pontifications to arty anathemas. But withat, there was a ray of sunshine. The year had none of the smutalecky offerings which had marred the Los Angeles legit scene for so many years.

the Los Angeles legit scene for so many years.

Certainly the most pretentious floop of the year was "Burudice." Jean Anouith's French success, and the successful of the succ

"Eurylice"- immediate prede-cessor at the Coronet, an alleged cessor at the Coronet, an alleged comedy yelept "Lucy," fraed even worse. It hung on grimly for 11 Guickest demise was registered by "One Fine Day," Charlie Rug-glee-Mary Boland starrer, which came into the Billmore late in No-came into the Billmore late in No-france the Billmore has had in a frame the Billmore has had in a frame the Billmore has had in a "Day" was the third successive



Singing love songs to MAE WEST in "DIAMOND LIL," one of the important leading men in her life

show to expire at the Biltmore, others being "Burlesque" (not a Coast production) and "Happy Birthday."

#### 1949 Prospects Fair

The prospects for local legit production in 1949 are not particularly bright. The succession of 1948 floos has scared many would be producers. Some are pondering tryouts in neighborhood little theatres so that the loss, in the event of a fold, wouldn't be too great. Others have abandoned their plans completely.

If may be, however that I on A.

Context nave assanaoned their plans I may be, however, that Los Angeles will get a legit shot in the arm this year—but not from Angeleno. More than one New York more considered to the context of the co

Certainly the local legit scene-needs some sort of transfusion. But just plain "green blood" isn't all that's needed. Along with the currency there should be some-thing that might be called the "B.O. factor."

Baccaloni As Sub Columbus, O. Salvatore Baccaloni, Met Opera Co. basso, will appear as guest soloist with the Columbus Phil-harmonic Jan. 11, replacing Mar-tial Singher, who was also forced by illness to cancel his Dee, 7 date.

### ABOUT STRANDED SHOWS

I first heard about stranded left without Pavlowa, starting shows from a therefamous old south and playing eight performers agent, "there was fat and jovial, and the nick-name came from his looking like pany, the expense was terrific. I have been and in the Punch & Judy team.

the man in the Funch & Judy team.

"Twe been left in towns many times," he told the, "and got used to begging rooms with southern exposure in country silks. Only the before it happened—the wind of-lisaster must have been blowing my way, I was then advance agent of Thurston her blogetism, and of Thurston her blogetism, and the silks of the si

successful, but that was in his early days.

"Funch" had another yarn bout
Shakespearian couper has
the successful and the hight it happened creditors took
the trunks in the dressing rooms
for bills owed at lodging houses,
the robes of the time of Julius
Caesar. The manager had run
away with all that was left of cash
on hand. So they got a bunch of
him, and started the one and only
"Uncle Tom's Cabin," as if written
by Bill Shakespeare.

"They were a bit soo! T ercuride
a lotta hot-and-cold running chambermaids."

a lotts hot-and-cold running cham-bermaids.

The property of the cold to that that line, used by a well known humorist. He was a great old boy, was "Pumph" Wheeler, who lost many a job because when he went and the cold by the cold by the a character he got more publicity than the attraction he represented.

My own first stranding started in the cold by the cold by the cold two advances of the Im-perial Russian Ballet. The cold by the finduced Pavlowa and the great included Pavlowa and the great function of the cold by the cold by the finduced pavlowa and the great function of the cold by the cold by the finduced pavlowa and the great function of the cold by the cold by the finduced pavlowa and the great function of the cold by the cold by the finduced pavlowa and the great function of the cold by the cold by the finduced pavlow and the great function of the cold by the cold by the finduced pavlow and the great function of the cold by the cold by the finduced pavlow and the great function of the cold by the cold by the cold by the finduced pavlow and the great function of the cold by the function of the cold by the function of the cold by the cold by the cold by the cold by the function of the cold by the cold by the cold by the cold by the function of the cold by the

ances a week.
With a big orchestra and company, the expense was terrific. I never received any salary, left a supposed expense account at box-could get away with it. I mean could get away with it. I mean could get away with it. We finally landed in New Orleans. The opening night there was a high thetwen the orchestra and the dancers, and the curtain never did 50 up.

#### Russians Everywhere

Russians seemed everywhere, with no knowledge of English, and the Russian consul was at his wit's end, without authority. Finally I heard the bond money took the cast back to Russia. What happened to the musiclans I never heard. I had enough money to get to New York by a five-day bont.

to New York by a five-day boat.

Back in the elty I heard shoot one show, "The Mayor of Tokio," that had been sent out year after that had been sent out year after the state of the state

However, the cart was really sometimes put before the horse, for instead of the producer back-ing the players, it often turned out that they backed him!

that us probable that it unread we have been a state of a well-known star. He would engage players with good wardrobes, a great asset, and he preferred it year, before He would send the show upon the road and milk it of money every week whether the atmosper were week whether the atmosper week whether the atmosper week whether the atmospheric way and the could not be send on money for the return of any salary anyway, only her sapenses.

#### At Any Rate, Sardi's **Never Forgets to Give** Itself Top Billing

One of Broadway's odd star-billing systems, obviously not covered by contract or Equity regulations, is used by Sardi's restaurant, N. Y., which is frequented by show

Current legit shows are listed Current legit shows are listed on the back of the menus at the establishment, with data as to matnee days, curtain times, etc. In the days, curtain times, etc. In fair billing is according to the wishes of Vincent Sardi, Jr., the restaurant proprietor, rather than on the basis of professional rating. In general, regular Sardi patrons get the preference, natch.

in general, regular Sardi putrons the preference, natch.
For. Instance, on the menu last week, David Wayne got sole star work, David Wayne got sole star was a star of the present the pre

setf)" as star of "Small Wonder." Somewhat similar billing procedure is followed at some of the that taket accepted we see personally acquainted with certain actors. For example, in the show listings on the wall at Mackey's, next door to Sardi's at Mackey's next door to Sardi's at Levene is featured with the control of the seed of the seed



IRENE RICH In "AS THE GIRLS GO," now at WINTER GARDEN, NEW YORK with Bobby Clark for Michael Tord

### A Memory of Munich

By EMMERICH KALMAN

night next to the Voisins, etc. 10 see nixes conducting was a memorable experience of event, however, did in no way impart the real gasiety found in the Munich atmosphere. I was happy, young, tull of 'joic de vive.' and open to fun. Quite an exciting gamble originated in those days, and whenever my way led me to Munich in later years, I fondly weemshered the Emmerich Kalman 'voulette' I had invested there's how it went: There are a multitude of dogs in Munich, cherished by This you could find water-bowls all over the place, to lake care of thirsty pets. Now my game: Bettor No. 1 and Bettor No. 2 take a stand near a water-bowl. Before long, I am sure, they will see, say a little 'dachshund come their way. He will taink . . . he won't goes the bet, and he goes on ''Losd'' for No. 1. 'Watt a munite, kind' Nothing is sure yet. Surely, Bettor No. 1 is quite familiar with a dachshund's soul, for . . all of a sudden, doggie turns back, as though he forgot something, getting again to the water-bowl. "Won," cries No. 1 in trium. The control of the property of the

### Ziegfeld Girls Carry On

By BERNARD SOBEL

(Longtime Flo Ziegfeld, Jr., Publicist)



But with the passing of Florenz Ziegfeld and the cessation of his productions, the names of Zieg-feld girls began to appear less fre-quently in the newspapers and gossip columns.

gossip columns.

"What has become of them?"
asked the first nighters who liked
to follow the history of the glorified ones. "Where are they?"
in quired the stage door Johnnics of
days gone by, the playboys and the
round-the-towners.

But answering these questions wasn't easy. Some of the girls wasn't easy to easy t

their commercial abilities.

Thus, tracing even famous girls like Dolores, Dorothy Knapp, Louise Brook, Edwin Knapp, Louise Brook, Edwin Katherins, Chouse Brook and their control of their contr

Fortunately, however, the number of Ziegfeld gifts was number of an American institution. For a constant of the Follies was a superb training school. Ziegfeld's will ideals dominated when he was not constant of the theatre, belind a front of the theatre, belind will be constant of the constant

lease him, is not surprising, therefore,

Berk in 1907 and for about 25 that graduates of the Zilegrield years thereafter, the ambition of severy predatory young man in the selves in many fields of achievement.

U. S. was to see a Zilegrield show and take the Line of a chievement of the Line of the

cast.
At first sight, it was difficult to recognize in her the little dancer.
Also, it was difficult to realize that have a construction of the co

wish the second residence of the performance of the properties of

### For a Truly National Theatre

By RALPH T. KETTERING

Down through the 1982, in what eventually came France back 20,000 B. C., in the Egypt of 3,000 B. C., in the Egypt of 3,000 B. C., thin of 1984 D., and India se Egypt of 2,000 B. C., Chin of 188 A. D., and India se Egypt of 2,000 B. C., Chin of 188 A. D., and India se Egypt of 2,000 B. C., the India se Egypt of 3,000 B. C., the India se Egypt of 1880 B. C., the India se Egypt of 1880 B. C., the India se I



Shakespeare, The Theatre has lived as one of the chief sources has been contained by the chief sources have been chief the caprice of fashion may lend its allurements to different forms of entertainment; at times authors and great cators are not always with us. But, at such times the Theatre is not dead but sleeping.

It is the history of The Theatre that brings to my times the Theatre is not dead but sleeping. It is the history of The Theatre that brings to my have list should Theatre. As one looks back over those centuries how can one fall to understand that there must come to our iand a recognition of what common man and woman. This understanding may be long in coming but we can see evidences of its sprouling on all sides. The seed is there only william I. Sirovich called up H. J. Resolution 70 in that first season of the 75th Congress, we saw at sill sill sirovich's group the Committee on Patents in the House of Representatives but any old name could have smelled as sweet to the hopeful. It was said in the House of Representatives but any old name could have smelled as sweet to the hopeful. It was said that the sense of the Theory of the committee on Patents in the House of Representatives but any old name could have smelled as sweet to the hopeful. It was said that far-seeing stateman, Bill Sirovich. Were here today perhaps that first sprouting would have smelled as sweet to the hopeful. It was said that the penius of inspiration was missing. In the 'treation of an American Theatre we have no more faraway place of our great countryonly waiting for an opportunity to all he peoples. I believe that witten, the great tontributing creations already in existence, all waiting to be unearthed. They may some faraway place of our great country only waiting for an opportunity to be heard. I believe that there now exists material o

Spur to Americanism

At this time it is of more than ordinary impor-tance that the oncoming generation be given an in-centive and an objective whereby It may renew its alleglance to American traditions and American cul-tural advance. It is my prayer that some great fig-

ure of our civilization stand forth to provide the ways and means by which the talent that now exists in comparative obscurity may be coordinated and with the construction of the construction of the construction of the construction of the control value of the control of the c

uniess its development is sacrosanct.

And so I say that, strangely enough, it is no vast
sum of money which is required to set in motion
the chemistry making possible an ever-growing field
whereby American genius may be discovered and
brugght to maturity. One million dollars will, give
brugght to maturity. One million dollars will, give
tually be self-sustaining.
We have seen the hadpoint of Static Sections!

tually be self-sustaining.

We have seen the beginning of State Festivals that point the way. Only last summer the University of Illinois gave birth to such a one. They called it the Festival of Contemporary Arts and it ran for 2 projectives and the drama. Other states have had similar festivals. Why not all states? Why not enurage 48 such festivals, with committees to adversive the state of theatres from coast to coast

#### Great Fountainhead for Talent

Great Fountainhead for Talent

Do you know what that would mean: It would
mean the creation of a demand that would only be
all the latent talent of America. Of course, no longer
solution with the course, of the course, no longer
would Broadway be the stem from which all theatical blessings flow. Main Street would be the
foratt White Way and the well known first-sight
death watch on Broadway would not select what it
is own inate desires. The Theart would then take
on the appearance of a cross-section for our people.
Sadism, perversion, double-entender and sex-in-theraw could not possibly be the basis for our plays.
We would be sure of excell ywhat was wanted by
the Canadian border to the Gulf. There is very
the Canadian border to the Gulf. There is very
the Canadian border to the Gulf. There is very
the Canadian border to the Gulf. There is very
the Canadian border to the Gulf. There is very
the Canadian border to the Gulf. There is very
the Canadian border to the Gulf. There is very

wanted.

Now suppose this same far-seeing figure who stood four-square for a National Theatre, with his million to support him, would look just a little further into the future. He might see a theatre in every stage, then in every city and finally in every stage, then in every city and finally in every citiage, and town, presenting the spreat-American the great American opera, the great American symphony, and the other great American divisions of entertainment playing engagements for weeks, or days, throughout our land, bringing back to the people that iost habit of 'going to the theatre,' selves that suppressed desire to live the romance of itse and love through the great medium of the Arts—the great American Theatre.

Is it too much to hope? Not if we gaze in retro-

Is it too much to hope? Not if we gaze in retro-spection back through the centuries to the begin-nings 20,000 years before Christ.

handsome clothes and settings, but to deed it too swiftly. Dorothy Brown, however, went on to meet, Islail in love with and marry distribution of the farming arrange ment is have mused the world. She is one of the farming distribution of the farming distribution of the farming distribution of the farming distribution. The farming distribution of the farming distribution distribution of the f

### Rumored on Booking Situash: No Action Yet

Washington

Anti-trust division of the Justice

### Concert Business' 2 Greatest Seasons

By F. C. SCHANG (President of Columbia Artists Mgt.)

(President of Columbia Artists Mgt.)

The concert business is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost \$5 a year, and the joinsmallest segment is the ually cost of the unit segment is the unit seg

Now.

With this perspective estab-lished, it is then safe to state that the concert business has just en-joyed the two greatest seasons in the shistory, and that the forthcom-ing season does not look much dif-cerent. Since the films legitimate the films regulated in the ship of the writer will hazard a few guesses on what makes the difference. In comeeting for a narl of the

what makes the difference.

In competing for a part of the family first first first form the control of the family first first

Needs What It Takes

I mean to say by the above that
people geared to "longhair" must
have available to them generally
better fallent
heter fallent
Arduous training and
a network of great music schools
account for this superiority. A
dimplet ger may graduate from a
wood contract, but the young concert singer has got to have what it
takes in art to escape the lethal
rigulade of the New Yook critics
for the New Yook critics

Now the "A" talent or big con-ert drawing cards such as Pons, Melton, Eddy, Anderson, Horo-witz, Heifetz, Rubinstein, Jutob, Menubin, Levaut, Tagliavini and Diperling are no appropriate to the property of the have available to them a circuit of independent auditoriums, mostly municipality owned, and of large obtain on a fairty consecutive route. route

route.

It is for this reason that many not strictly concert attractions often go on concert tours with rich financial su c c s s. Romberg, Spilainy, Warfag, Whiteman and Ethington and Ethington and Ethington and Ethington and Spilainy, Warfag, Whiteman and Ethington are used concert techniques in rounding out their seasons. Sais from other fields who are able to devise suitable programs have also found excursions in the concert field rewarfaing, as for instance, Jeanette MacDonald, Paul Draper, Larry Adler and Mas Elavenake.

#### Audience Movement

But the main reason why the concert business is more steady may be traced to the sensational divelopment by the two largest and the concert business is more steady and the concern the contraction of the contract of the contract audience movement." This plan is now operation in about 1,500 cities and towns in North America, and has resulted in this amazing conditions there are more than three the contraction of the contraction o

the rest of the world put together!
This plan has developed during
the last 20 years and its influence
on our musical life and musical
economy has been profound. It
has added millions of new listeners
to music's audience and has provided a market for dozens of newcomers, native and foreign.

comers, native and foreign.

Major symphony orchestras and struggling, debutantes have allike been served by this movement, but most of all it provides a steady as the server of the se concert artists

concert artists.

Memberships in these com-munity and civic associations us-

Experts Supervise

Experts supervise the programs given in these towns and they are printed in New York with full musical annotations calculated to increase lisener interest, particularly and the programs of the programs that supplied to these audiences during the course of the year have had and are having an enormous effect in the three th

A final word may be said on the subject of responsibility assumed by those participating in the pro-be faith by listeners in the in-tegrity of the performers. This faith is protected first by managers through Judicious selection and second by muste critics who mon. But no give their best arrists.

tor specific performances. But to give their best, artists must not be worried about the payment of grocery bills. They have to have a market. The origination of the property of the property

#### 'Finian' 36G Sets Season's Boxoffice Record in Pitt

First of two weeks for "Finians" Rainbow" gave the Nixon its biggest take of the season so far at nearly \$36,000. That includes a New Year's Eve performance at \$6.50 (including tax) top. Normal scale was \$4.55. "Pinian" with the season so the season so the season so far at the season seas

scale was \$4.55.
"Finian" will do just as well on
the windup, since second stanza
was virtually sold out, too, shortly
after the opening. Show makes way
Monday (10) for Frank Fay in
"Harvey," with "Oklahoma" coming back Jan. 17 for a fortnight. the



GLENN ANDERS

### Philly Orch Snarl Eased

Finity Urca Daari Eased
Philadelphia. Teapot tempest between the
Philadelphia Corb and the Robin
Hood Dell Corp. over the ornch's
policy of the Corp. over the ornch
policy of the Corp. over the Corp.
Conferences between Orville
Builtt, president of the Philadelphia Orch Board, and Prederick
of the Dell, worked out a mutually
agreeable schedule.

### Oldfashioned Sock

Continued from page 250

Continued from pase 29 —
homm? and the shows that followed in its wake. "Carousel,"
from a wake. "Carousel,"
found huge audiences for
yet the type of story and treatment
which I think would never have
been attempted if "Oklahoma"

You would think that nobody in
his right mind would challenge
this right mind would challenge
this right would have ladeling
this right mind would challenge
this right would would have
read a work of the wake
leading with his aces.
The yet of the was leading
with his sees.
The was leading
this gas work was leading
thing as for yet was read
with his aces.
The yet was leading
thing as for yet was read
withing as George Kaufman said
pring it in a hit. It's a strong
thing about audiences—they seem
to like hits better than they do
flops."

### **Weep Not for Dramatists**

have a feeling that he and his know it's a bit early to ask if coborts are pointing fingers at you you've read my play yet, but I just thought . . ."

decolletage cut down to the Tropic of Capricorn. As she puts her script down on your desk, she gaily leans over so that you get an unavoidable view of the equator. Someone has told her that everybody in the show business is a slave of sex

It's simply the cutest little play,

a slave of sex.

It's simply the cutest little play, she says, standing up and allowing ber accessories to slip hack into place. The same place is a simple control of the same place is a simple control of the same place in the same place. All this will be some place in the same place in the same place in the same place is a simple same place in the same place in the same place is a simple same place in the same place in th

ally, your secretary gree to do.

A particularly permicione example of playwright is a fellow win
might be called the Spirit of Quiellinistence. He usually-seems—se
gentle and tomhored, that he's in
the presence of Delty while he's
talking to you. He's hardly sure
that his little play deserves such
that his little play deserves such
that you'll like his script; and
you're already trying to figure out
hat you'll like his script; and
you're already trying to figure out
most gently. He leaves, hat in
most gently. He leaves, hat in
hand, profusely apologizing for
having taken up so much of your
Sfleen minutes later you get a
phone call from him. He says, "I

the bounds are bounds and the bounds of the the receiver.

the receiver.

When you've finally read his play—or read a reader's report on the ready of the r

The next day you get a phone call. "I hate to bother you, but I wonder if you wouldn't consider re-reading my play. You see, I think you'd find ..."

And this goes on forever—or until your secretary begins to recognize this voice too. When he can't get through to you on the phone any more, the Spirit of Quie Insistence starts sending you post-

#### And the Others

There are many, many othersthe fellow who spends an hour telling you how wonderful the play ls before you've read lt; the goon who stops in to read his rewrites to you, raving about them all the while; the doctor who writes a to you, raving about them all the while; the doctor who, writes a noble-minded drama about preventative medicine, but hann't yet learned how to operate on the result of the state of the s

less little script.

Of course, the new playwright—good or bad—does take a shel-adeal take a shel-adeal take a shel-adeal she from the people who read from the foregoing, in 48 cases out of 50 the pasting is deserved. And it's to be noted that the guy on the other side of the deak is only only the shell of the

to be expected.

As for the other plaint of the playwrights, the one that has to do with the terrible treatment their beautiful brain-children get at the money-grubbing hands of at the money-grubbing hands of a constant of the money of the play the play that the play the p

smare statestates amove to the Variance states and the the Guild, with its standard contract, guarantees the author practically every right except the right tosts, the production of the contract of the cont



CHARLOTTE GREENWOOD

### **Total Broadway Grosses**

'Whistle' Bally Tieup

'Shoes' Hot 40G.

Philly: 'Lil' 20G

 Number of shows current
 Season
 Season

 Total weeks played so far by all shows
 34
 29

 Total gross for all current shows last week
 \$374,500
 \$777,500

 Total gross for all current shows last week
 \$374,500
 \$777,500

 Total season's gross so far for all shows
 \$15,671,500
 \$13,327,000

 Number of new productions so far
 38
 32

### **Physical Productions of London Shows Relow Broadway's, Pemberton Reveals**

Despite the austerity campaign and material shortages, the English theat? is in a fundamentally healthy state, according to Brock Pemberton, who returned recently from London. Producer vent over to sit in on the productor to sit in on the productor of the produ Am Camera Bugs In Whistle' Bally Tieup
Novel exploitation that for its
production of "Silver Whistle," at
the Billinner, N. Y. is being pulled
of Jan, 10 by the Theatre Guild, in
the Billinner, N. Y. is being pulled
of Jan, 10 by the Theatre Guild, in
stores, N. Y. it involves a photo
contest for amateur camera bugs,
this 55,000 in prives to be awarded,
with 55,000 in prives to be awarded,
the Silver of the Silver of the Silver of the
costume from 64 p.m. that night to
pose for the contestants.
Stunt will cest the Guild a total
thour's pay for stagehands and
hours' pay for stagehands and
hours' pay for stagehands
and
hours' pay for prizes and the stage
than the stage of the stage of the stage
than the stage of the stage of the stage
to the stage of the stage of the stage
to the stage of the stage of the stage
to the stage of the stage of the stage
to the stage of the stage of the stage
to the stage of the stage of the stage
to the stage of the stage of the stage of the stage
to the stage of the stage of the stage of the stage
to the stage of the stage of the stage of the stage of the stage
to the stage of the s

his first visit since 1931.

As an ardent admirer of the British people and one who learned to love London during many trips there, Pemberton found current general conditions in the English capital depressing. Unappettings of, shabby clothes, lack of the traditional goods in the stores and displadate buildings. Ill Jondon a goomy atmosphere, but the course of the people is more inspiring than ever, he notes. Because of the material shortage.

age of the project is allowed and a special productions of West End shows are far below the Broadway standard. Pemberton the Broadway standard. Pemberton critish have learned to accept settings and costumes that would be somed by New York critics and audiences. However, he explains there make possible a steady presentation of new shows. As a result, manager's are able to maintain a more economic and healthler.

Also. according to the showman.

With the holiday behinders, phility's leght houses behind were phility's leght houses behind were phility's leght houses behind were present indications are for considerable booking settivity. The property of the property more economic and healthler.
Also, according to the showman, there is not so much hit-or-drop emphasis in the London theatre, so the profession and public don't take the success or failure of a play as seriously as they do here. Consequently, a manager isn't considered virtually disgraced if his word of the considered virtually disgraced if his word of the considered virtually disgraced if his word of the considered virtually disgraced if his word in the considered virtually disgraced virtually disgraced virtually dispraced virtually dispra

#### Critics Deflated

Critics Dedated.

Another healthy aspect of the situation is that the paper shortage has drawitedly curtailed the space available for legit reviews, so the critics have learned to be more concise and confine themselves more to the merits of the show it-moves the confine themselves the public has a better chance to find out for itself whether it likes a play or not. full week fairly good at \$20,000, or near it.
"Play's the Thing," Locust (1st week) (1,580, \$32,50. Drew second-string crix but some glowing notices. However, biz not so hot to First Night Club. Fair \$12,000.
"The Smile of the World," Walnut (1st week) (1,349; \$3.90. Drew generaly good notices but biz disappointing. Also around \$12,000.

out for itself whether it likes a play or not. During list London stay, Pembert During list London stay, Pembert During list London stay, Which he liked practically with the liked practically stay and the long list of the list of the

and Arrows."

Pemberton was satisfied with the British production of "Harvey."
which he saw during its tryout performances in Birmingham and Brighton, and is confident that with Sid Field as star it will be a hit in London. He's now considering production of a new, topical melodrama of undisclosed title and authorship, possibly for next season.

Preem New Eekstein Play Mummers Guild of U. of Cin-cinnati will premiere Dr. Gustav Eekstein's play, "The Ivory Fan," Feb. 24-26.

Dr. Eckstein's "Christmas Eve" as produced in New York during the 1939-1940 season by Guthrie

### Current Road Shows

15). "Along Fifth Avenue"—Shubert,

Bos. Bos. (3-8).

"Annie Get Your Gun".—Aud.,
Hartford (3-8); Court Sq., Spgfid.
(0-12); Aud., Wore; (13-16).

"Blackousts of 1948".—El Capitan,
"Born Seesterday".—KRYT., Des
Moines (4-5); Music Hall, K.
(6-8); Aud., Denver (10-12); Cap.,
Salt Lake (13-15).
Surfacedoen".—Shubert, Chi. (3-

Salt Lake (13-15).

"Trigadow".—Subsert, Chi. (3-15).

"Trigadow".—Subsert, Chi. (3-15).

"Trigadow".—Subsert, Chi. (3-15).

"Command Decision".—Case, "Command Decision".—Case, "Command Decision".—Case, "Command Decision".—Case, "Command Decision".—Case, "Command Decision".—Decision Chi. (13-15).

"Trigadow, Trigado (3-16).
"Danted—Gary, Frisco (3-4).
"Danted—Gary, Frisco (3-4).
"Danted—Gary, Frisco (3-4).
"Parket, "Case, "Ca

15). "Mr. Roberts"—Erlanger, Chi.

"Mr. Roberts"—Erlanger, Chl.
(3-15). "Misteess Mine"—His MaJoy", Masteess Mine"—His MaJoy", Markeess Mine"—His Markeess
Joy", Markeess Mine"—His Markeess
Joy", Markeess Mine", Markeess
Joy", Markeess
Jo

"The Piay's the Thing"—Locust, Philly (3-8): Wlibur, Bost. (10-15).

"They Knew What They Wanted"
-Playhse, Wilm. (14-15).

Donate San Antonio Theatre
San Antonio.
Theatre San Antonio, organized
last year with Lily Cahill as director, has acquired a permanent
home here. House, donated, is 103
years old.

### B'way in Spectacular Comeback: 6 Openings Spark Holiday Week; 'Ice' 66G, 'Girls' 60G, 'Roberts' 40G

As always, business made a pectacular comeback on Broadway At aways, dustness made a spectacular comback on Broadway in the Christmas-New Year week, after the progressively brutal pre-holiday period. Climaxing with the New Years' weekend, with New most shows made sharp recoveries from the previous week's lows. Sucessive days of bad weather hut some presentations, however, one presentations, however, and the compact of the

Estimates for Last Week

Estimates for Last week

Keys: C (Comedy), D (Drama),

CD (Comedy-Drama), R (Revue),

M (Musical), O (Operetta). M (Musical), O (Operetta).

"Anne of 1,000 Days." Shubert
(4th wk) (D-1,387; \$4.80). Maxwell
Anderson's new click, with a \$6 top
New Year's Eve, rocketed to

New Year's Eve, rocketed to \$34,000. "Aight Up the Sky," Royale (7th 4) \$34,000. "Aight Up the Sky," Royale (7th 4) \$1,280 the (1) \$1,472; \$6,50). The right click also Jumped back, with \$7.20 Berlin longnumer, with a \$7.20 with the holdingly week attendance; went clean starting Wednesday matine; \$38,000. We Year's Eve; nearly with the holdingly week attendance; "days Life." 4618 1. (13th wk) with the holdingly week attendance; "days Life." 4618 1. (13th wk) with the holdingly week attendance; "days Life." 4618 1. (13th wk) with the holdingly week attendance; "days Life." 4618 1. (13th wk) with the holdingly week attendance; "days Life." 4618 1. (13th wk) with the holdingly week attendance; "days Life." 1818 1. (13th wk) with the holdingly with \$35,000.

matinee; \$38,000.
"As the Girls Go," Winter Garden (7th wk) (M-1,519; \$7.20). With a \$9.60 high for the New Year's Eve performance, the Bobby Clark show topped the list of eight-performance shows with a staggering \$60,000.

\$60,000.

"Born Yesterday," Miller (152d wk) (C-940; \$4.80). Garson Kanin comedy had a \$6 top for New Year's Eve and hopped to \$16,000. rear's Eve and hopped to \$16,000. "Don't Listen, Ladies." Booth (1st wk) (C-712, \$4.80) Sacha Guitry farce, with Jack Buchanan and Moira Lister, opened Tuesday night (28) to poor notices, played seven performances, with New Year's Eve scaled to \$6; got mild \$9.500.

"Edward, My Son," Beck (14th wk) (D-1,214; \$4.30). New Year's Eve top of \$7.20 boosted the week's take here to a new high; nearly \$30,000.

\$30,000. Wy Fancy," Morosco (The Wis (CD-931; \$4.80). Madeletine with \$6 high for New Year's Ever whith \$6 high for New Year's Ever week's gross was over \$25,000. "Harvey," 48th St. (2191h wk) (C-921; \$4.20). Scaled to \$6 for New Year's Ever, this Mary Coyle some time; next week is the final; \$11,000.

"High Button Shoes," Broadway (65th wk) (M-1,900; \$6). Top of \$8.40 gave this holdover hit a nice sensational boost to a new high;

\$50,000.

"Howdy, Mr., Ice." Center (28th wk) (R-2,964; \$2.88). With a 14-performance week, plus \$4.20 high for New Year's Eve, the skating show went back to the top of the list and a new record; \$66,000.

"Inside U.S.A.," Majestic (36th wk) (R-1.659; \$6). Beatrice Lillie back in the cast, plus \$9.60 top for New Year's Eve; gross went to \$34,000.

\$34,000.

"Jenny Kissed Me." Hudson (2d wk) (D-1,057; \$480). Newcomer using two-for-ones and will stay three weeks to give the management a share in the amateur rights; New Year's Eve top was \$6; gross was \$5,500.

"Kiss Me. Kate," Century (ist who (M.-1.68s; 86, Premiered Thursday night (30) to smash reviews day night (30) to smash reviews supplant "Mister Roberts" as the same of the supplant "Mister Roberts" as the same of the same

"Life With Mother," Empire (11th wk) (C-1,082; \$4.80). With \$7.20 high for New Year's Eve, sellout brought \$25,500.

"Madweman of Chaillot," Be-lasco (1st wk) (D-1,077; \$4,80). With New Year's Eve scaled to \$7.20, first week was promising, but normal conditions will give better indica-tions; nearly \$18,000.

tions; nearly \$18,000.

"Make Mine Manhattan." Broad-hurst (51st wk) (B-1,160; \$6). Cur-rent week is the finale for this re-vue; with \$8.40 New Year's Eve top and Bert Lahr into the cast, gross upped to almost \$25,000.

"Make Way for Lucia." Cort 12d wki (CD-1,064; \$4.60). New Theatre Year's Eve, had satisfactory first full week; \$18,000.
"Medium? and "Telephone."

### WHITE'S 'VARIETIES' SOCK 25G, FRISCO

San Francisco.
George White's "Varieties" with
Lou Holtz, Rose Marie and Joe
Howard, hit a sock \$25,000 for its
first week at the Curran (1.776;
\$2.50). Show garnered an excellent

press.

Dante's "Foolies of 1949," at the Geary (1,550; \$2.50), chalked up a fair \$8,000 for its first stanza.

#### Mpls. Snares Tentative Bookings for Lyceum

Bookings for Lyceum
Minnespolis.
While the local testimate roadshow season looks about the bleakest within memory because of the
paucity of touring attractions,
Jimmy Nederlander, Lyceum base
tive bookings during a New York
trip-from which he has just returend. These include "Command
Twee bookings and the properties of the
particular of the properties of the
tweeters of the properties of the
Except for the Breden-Savoy
Gilbert & Sullivan opera company,
which is current, the house had
nothing definitely in prospect,
saide from pictures, although the
season subscribers three attractions. The last show was "Desert
Song" a few weeks ago.



REX HARRISON

### Touring of Symph Orchs, Ballet Groups Undeterred by B.O. Lag, Big Deficits

crease, with boxofice take oein; commensurately satisfactory commensurately satisfactory commensurately satisfactory commensurately satisfactory commensurately satisfactory commensurately satisfactory by the commensurately considerable satisfactory commensurately considerable satisfactory commensurately c

nani from \$110 to \$120.50 et party with the season. The Philadelphia Orchestra and Boston Symphony Orchestra. The Symphony Symphony Symphony Symphony Orchestra. The Symphony Symphony Symphony Symphony Orchestra. The Symphony Sym

phays a some way to be a busy use a large to be a busy use a large to be a busy use a large to be a busy use a busy and the popular busy and the property of t

Monte Carlo Ballet Monte Carle Ballet
The Ballet Russe de Monte
Carlo, celebrating its 10th annicreary this year, started its seareary this year, started its seathere is a season of the season of t

Ifouse, over \$133,000 for 14 days, to Take, according to managers, is proof that in the concert business the public will come if it's an attraction they want, despite hard trition. They point to Nelson Eddy's recital grosses last fall, where in a town like Springfield, III, he town like Springfield, III, he clicked off \$51,00, or in Denvey, grossed \$53,00. Or to planist Rudolf Sextin, drawing a bigger house in the absilgeous last fall than ever her and the springfield.

in Washington last fail than ever before.

Unusual factor about the h that be that the second of the

Although the N. Y. Philharmonic did excellent business on its fall tour, it didn't expect to make

In ARTHUR BRONSON

The Martin of the sease off in show his boxofitee generally, as well as the horizontal of the sease off in show his boxofitee generally, as well as the horizontal of the sease off in show his horizontal of the sease off in show his horizontal of the sease of

covered, cost only 3,0000 in ransparent diddition to the \$28,500 rail-roading cost, there will be misclaims slainers of \$10 a day, fees of two conductors (the high-priced Leopold Stokowski and slaff are needed to haul instruments and musiclans' clothes from train to auditorium and back. For the two weeks' tour this fall, (48), baggee cost was \$2,500.

Whether symphonic bouwer the bends on the fact that income and expenses don't get too far apart.

#### 'Harvey' 27G, Balto

"Harvey" with Frank Fay star red, chalked up a terrific \$27,000 in the first of a two-week run at Ford's

Second (current) week indicates an equally bullish figure.



ANN DVORAK

#### Pitt Civicers Underwrite 60G for Summer Ops

Pittsburgh.

ason of outdoor operettas at Pitt stadium next summer when 75 civic and business leaders met with elvic and business leaders met with board of directors and agreed to underwrite losses of around \$60.000. That much red is expected unless shows get best red to the control of the contro

Kaufmann's department store, and has amounted to around \$175,000.

At ame time, it was announced to a strength of the printed managing director for the third straight season. Meeting with Pittburgh's top citterns was called last week to determine summer and wait until Civic Light Opera Assn.'s permanent \$1,000.

Latter venture, which will seal probable times the probable times will be needed. Donors for the million have allowed to the probable times will be needed. Donors for the site have been made details have to be cleared before location can be made known.

Stephens College Extends Drama Columba, Mo. Drama every night will be 'the regular policy of the Stephens College drama department beginning next fall, according to John Gunnell, department head. The deniel, department head. The device of the college of the col

### George M. Cohan

New York police I believe, arrived with "A Breezy Time"; I had been to the dock with a portnament and the management of Fitz & most at the management of Fitz & whether the whether whether the whether the was an instance of the management of the whole of the whits we will be the whole of the whole o

that we forgot altogether the bottlet-throwing incidence the bottlet-throwing incidence the bottlet-throwing incidence the bottlet-throwing incidence through the U.S. with a glayed through the U.S. with a strange-entertainment called "A Breezy Time." and I had often anused George Cohan with reminiscences of the control of the control

was an uncertainty of the control of

up at my, hotel with abject apole, see I, have never known a more-contrict brishman.

In January, 1942 use in January, 1942 use from "Little Nelle Keilly" in action of the property of the pr

tricks," said Cohan.

But the outstanding memory is
in connection with Lucien Guitty,
One morning in Paris he rang me
One morning in Paris he rang me
of a great actor, Lucien Guitty, How
does he stand here?" I told him
that he couldn't stand any highen.
"I want to show those guys at the
Lambs what acting is!" Cohan declared.

Such was the boy who played a violin while standing on his head in continuous vaudeville at Keith's Boston; who, even when such in continuous vaudeville at Kettis Boston; who, even when such critics as George Jean Nathan, Heywood Broun, and Hammed were calling him America's ites actor, would style himself a "som-and-dance man." For the sheet love of great acting, "Yankow New York the world's greatest actor. That Guitty was this, Cohan bad no Goubt.

I did my utmost to bring the

had no doubt.

I did my utmost to bring the engagement about. When I arranged a meeting, although unable to speak one another's lament of the meeting and the speak one another's lament of the speak one another's lament of the speak one with the speak of the speak o actor was obvious. "I like him, and I would have gone with him," Guitry told me, "if the sea didat-rock." Several times before Lucien Guitry had received big offers for American engagements, but a bad yoyage to South America had de-cided him never to cross again a piece of water bigger than the Channel.

Channel.

Friends of mine who were in New York tell me the stirring thing about George Coban's funeral was its solemnity and entre absence of exhibitions in: My recent visit was the first me for many years, I had been to New York without George M. It was a great spp.

#### Omaha Sked

May 9-11.

Revised schedule of roadshows at Comaha theatre shows "Show Boat," Jan. 31, Feb. 1, 2, "High Button Shoes," April 18-20; "Harvey," April 26, 27, and "Brigadoon," This "This "This "This "This "This "This "April 18-20" and "Brigadoon," This "This "T

This is third time "Harvey" has been booked here, but it hasn't showed yet.



ANNE JEFFREYS

STAR OF "MY ROMANCE"-Currently Playing Adelphi Theatre, New York

### Plays on Broadway

Kiss Me, Kate	
	и
Saint Subber & Lendy in two acts (16	į.
tion of musical comedy in the state of the seenes), with music and lyrics by Cole	в
acenes), with music and Samuel Spe- porter, book by Bella and Samuel Spe-	П
Porter, book by Bella and Strick Mork- wack. Stars Alfred Drake, Patricia Mork-	ď.
wack. Stars Alfred Lang, Lisa Kirk,	п
son; features Haron C. Wilson; choreography,	п
Staged by John C. Whise and costumes,	ı
Hanya Holm; settings director, Pem- Lemuel Ayers; musical director, Pem-	ı,
Lemuel Ayers; musical trackers broke Davenport; orchestrations, Robert	ı.
broke Davenport; incidental ballet music Russell Bennett; incidental ballet music	ı.
Russell Bennett; incluents, At Century, arranged by Genevieve Pitot, At Century,	Р
N. Y. Dec. 30, 48; \$6 top (\$9.60 opening).	ŀ
	١.
Fred Graham	P
Harry Trevor Lisa Kirk Lois Lane Don Mayo	в
Lois Lane Don Mayo Stage Manager Don Mayo	ı
Stage Manager Patriola Morleon	
Stage Manager Patricia Morlson Lilli Vanessi Annabelle Hill Hattie Vanessi Puller	ı
Hattle Lorenzo Fuller	ı
Paul Bill Calhoun Harold Lang	Ł
Bill Calhoun Warry Clark	ş.
Bill Calhoun Harry Clark First Man Jack Diamond Second Man Jack Diamond	ı.
Second Man. Bill Lilling	ı

alty Dancers—Fred Davis, Eddie Sledge "Taming of the Shrew" Players (Lois Lane). Lisa Kirl annie 5 für Snew H. Liss Kirk and Land Land (1984)

shore: Feggx Pettis, Madsen, Henris Valumore, Ekhel Madsen, Henris Valumore, Ekhel Madsen, Henris Valumore, Hole Med Gordon, Alian Lor Fields, Noel Gordon, Alian Lor Man Bouloses, Inpid Secretan, Gissels Settle, Jean Tachsu, Mark Breaux, John Castello, Victor Dunther, Paul Olson, Glen Telley, Rudy Tone.

The smash success of "Kiss Me, Kate" (and it is unquestionably a smash) is a thrilling story of show

Gien Teiler, Near Yose.

The smash success of "Kiss Me, Kale" (and it is unquestionally smash) is a thrilling story of show shines—the trumphant return of Cole Porter, the product of the strength of the protection of the protect

The Rape of Lucretia ARE HAPE Of Lucrecia Marjoris and Sismarioris and Sismarioris

Billed as "music drama" to begule the provincial Broadway theatregeer, "Rape of Lucretia" is modern opera—and excellent opera, too. It's a tasty chunk of caviar, but caviar to the general

nevertheless. The general Broad-way public isn't likely to go for it, with its appeal limited largely to longhairs.

ionghairs. See a superior of the property of t

Directed by Willard Stoker: settings. Leon
Davey, At Booth, N. Y., Dec. 28, '48;
4.80 (\$6 opening).
Daniel Bachelet Jack Buchanan
Ienriette Joan Seton
fadeleine
Baron de Characnay Hugh Miller
Blandinet lan Lubbock
ulie Bille en Bois Ivy St. Heller
Porter Bartlett Mullins
dichel Aurbion Austin Trevor
Expression .

skimpy fare presents the dealer and his wife as asspecting each other of infidelity and of a former wife taking advantage of the situation of the control of

Austin Trevor as a gay philanderer.

Leon Daveys single setting looks
stylishly cluttered, Miss Lister's
gowns are almost perilously becoming, while one of Miss Dixon's
is handsome and another appears
frumpy. The opening night curtain was inexplicably delayed 15
minutes beyond the announced
time.

Hobe.

#### Memorabilia

By RALPH T. KETTERING.

DO YOU REMEMBER WHEN-

Jack Manley (Civic theatre, Chi, manager) was first mate on a Lake Michigan passenger ship. Eddie Wappler (Nixon, Pitts-burgh, manager) was manager of the Dixiana Show Boat.

John Wildberg ("Anna Lucasta")
was a Broadway theatrical lawyer.
Ed Furni (Auditorium, St. Paul,
manager) was auditor for the Finn
& Heiman Circuit. Sam Kahl (insurance) was book-ng manager of the same circuit.

Eddie Darling (retired) was the big booker of the Orpheum Circuit. Pat Short managed the Olympic,

George Nicolai managed and booked the Stair & Havlin Circuit

Boris Thomashefsky and Jacob . Adler vied for honors as the reatest Yiddish tragedian.

greatest Yiddish tragedian.
The Brobners Byrne in "Right
Bells" was an aerobatic boxoffice.
One Read dare on William LightOne Read dare on William LightCompared to the Compared on the Co

comics in "Chow-Chow."
Gus Sohlke was B. C. Whitney's great dance director.
Julian Mitchell, stage director, was loaned by Weber & Fields to Fred Hamlin to stage "The Wizard of O2," turned down a percentage deal for cash, and lived to regret it.

Brock Pepubasian.

deal for cash, and lived to regret it.

Brock Pemberton was a writer for the N. Y. Times and preadurer. Tommy Klipatrick, his present general manager, did a like chore for Patterson McNutt. Gus Schlesinger (Leon's brother) was treasurer of the Casino, N. Y., for Goo. W. Lederer.

N. Y., for Geo. W. Lederer.

The great producers of Broadway were Charles Frohman,
Charles Dillingham, Flo Ziegfeld,
George White, Earl Carroll, Winthrop Ames, Al Woods, Sam. Harris, Geo. C. Tyler and Wagenhals

throp.

Tis, Geo. C. Tyler and the second se

W. F. Mann.
The great writers of legit plays
were Clyde Fitch, Edward E. Rose,
Henry Arthur Jones, Arthur Ming
Pinero, George Broadhurst, Richard Waitlor Tailly, Eugene Waiter
and William Gillette.
The great writers of melodrama
were wen. Davis, meseedere
Sponner, Marie Correlf, Line Carter, Beulah Poynter, Hal Reid and
Lew Parker.

Lew Parker.

Broadway sent forth more than 80 first class roadshows annually, Chicago 15 and Los Angeles 5, while there were touring 70 burlesque shows, 500 melodramas, 20 rep shows and business was good everywhere.

### 'Allegro' 40G, Cincy

"Allegro" scored a holiday romp last week in the 2,500-seat Taft theatre for an estimated smash 40,000 on eight performances at 14 was Cincy's biggest gross since last season's "Annie Get Your Gun" \$32,000 bullseye in the same house.

### Patient Progressing Nicely

By EDWARD JOHNSON

(General Manager, Metropolitan Opera)



#### Anything New?

There is probably nothing in this analogy that is new to most promoter of probably nothing in this analogy that is new to most promoter of probably nothing in this analogy that is new to most promoter of probably nothing in the probably nothing in the control of the control o

#### 63 Years of Repertory

The fact that the Metropolitan Opera has operated as a repertory theatre since 1883 will indicate sufficient reason for its deep-lying pains in these times. Despite periodic fervent attempts, the American legitimate stage has never been able to establish a lasting organization of the properties of the properties of the public in living form the masterpieces representation of operas, season after season, alone keeps before the public in living form the masterpieces representative of the cultures of many nations and peoples. The myriad complications of administration of reperiory, as well as the expense, are symptomatic headaches try, as a basis of operations is as fundamental a requirement for Metropolitan Opera as the accumulation and circulation of reading matter for the New York Public Library. It costs money, it involves hearthreaking wear and tear, on both materials and personnel, but because it contribute tangibly to the intellectual and mainfal cereative where that it engenders. pains in these times. Despite periodic fervent attempts, the American This season, the regenerated Met celebrated its return to health with

a long stride forward. For the first time in history, a complete opera in performance, Verdi's great "Otcllo," was televised from its stage In performance, Verdi's great "Otello", was televised from its stage on opening night. The Open House audience of 3,456 persons, plus a full complement of standees, was joined by numberless observers along the Atlantic seaboard, who also, for the first time, both saw and heard the festivities on 39th Street. Admittedly an experiment, the telecast, through its enthusiastic public reception, proved to be an invigorating tonic. With a minimum of dissenters reporting, the future of televised open assumed a new importance overnight, even for those whose video appetites had previously been conditioned by less with the future of the control of the co

### Only the Theatre Could Get Away With It!

Only the theatre could get away regardless of the convenience of with it. No other luxury business, in the face of constantly increasing man steadily improving competition, with general could character and the convenience of the convenience

sources—and still survive.
Only in legit, do the top-price
customers face:
Antiquated, crumbling theatre
buildings, either drafty and cold
or suffocating and hot in winter,
and inadequately cooled in sumoner, with faulty acoustics, rickety
seats, narrow aisles and hideous
decor.

decor.

Rude and sometimes obtuse boxoffice men, arrogant house managers, day-dreaming ushers, but
dozer-like hatcheck concessionaires, noisy confectioner, had the
theatre, would aryone days to sell
such stuff under the guise of the
theatre, would aryone days to sell
similar pests—

Deliberately delayed opening
curtains to eatch late dron-" ""de,
and irritations of patroning it,
in the property of the property of the control of the

Pocket-size lobbies, in which cigaret addicts cram during intermissions and which thereafter spout tobacco smoke into the auditorium—

Ragged performances, battered scenery and shoddy costumes of long runs—





A MICHAEL TODD PRODUCTION

E GIRLS

Lyrics by

ROLD ADAMSON " JIMMY McHUGH " WILLIAM ROOS

Dances by HERMES PAN

Costumes designed by OLEG CASSINI

Musical Director MAX METH

**Vocal Direction and Arrangements by HUGH MARTIN** 

Staged and Designed by HOWARD BAY

# SO GO THE CRITICS!

"A BOUNTIFUL AND UPROARIOUS MUSI-CAL SHOW. It is a gay and rowdy Broadway entertainment. Mr. Todd has promised his clientelean old-fashioned fandango without benefit of ballet or spiritual elevation. He has brought back the languid, lounging showgirl, well stacked, and the pony chorus, fast on its feet."

- BROOKS ATKINSON, Times



"GREETINGS TO A NEW HIT! An opulent musical extravaganza in the tradition of the Winter Garden. Beautiful girls and the incomparable Bobby Clark. Bobby is at his best, which is something wonderful in the American theatre. Oleg Cassini has contributed vivid and revealing costumes and there are striking backgrounds from the scenic designer, Howard Bay."

— WARD MOREHOUSE, Sun



"BOBBY CLARK IS AS WONDERFULLY HILARIOUS as you have every reason to expect him to be. There is nothing in his kind of theatre that can top him." — WILLIAM HAWKINS, World-Telegram



"BOBBY CLARK MAKES HIGH MERRIMENT out of a fanciful fable."

- HOWARD BARNES, Herald Tribune



"'AS THE GIRLS GO' ADDS COLOR AND EXCITEMENT to the Manhattan scene. The girls are gorgeous."

—ED SULLIVAN, Daily News



"IT PROVES A THOROUGHLY CHEERFUL EVENING."

— Time Magazine



"AN EVENING FULL OF WONDERFUL NONSENSE. It's a fine show."

- WOLCOTT GIBBS, New Yorker

B'WAY & 50th ST. MATINEES WED. & SAT.

### FROM THE SUNDAY NIGHT "WINCHELL" OVER HIS A. B. C. COAST-TO-COAST

HOOPER: "Michael Todd's new musical smash hit,
'As the Girls Go,' opened at the Winter Garden. It's
one of the greatest shows they've ever seen. The
critics loved it."



"A SMASH HIT! Bobby Clark is the funniest man in the world. He's terrific, he's marvelous. If you're looking for laughs, 'As the Girls Go' is the answer to your problem. If you're looking for scads of beautiful girls, you'll find them at the Winter Garden. You'll have to be as stolid as the Sphinx and as grouchy as Scrooge not to have the time of your life at Mahatma Todd's irrepressible new gloom chaser. Bill Callahan and Kathryn Lee do some of the moser exciting dancing seen on the stage in several semesters. They get able support from a whirlwind Hermes Pan ensemble. Irene Rich is a lovely, charming and delightfully feminine Madame President."

- ROBERT COLEMAN, Mirror



"A BRIGHT NEW HIT... gay and rowdy carnivals, with low-down, slap-stick comedy, and show girls that look like show girls. Mr. Todd deserves congratulations for bringing back not only Bobby Clark, but the rowdy musical comedy and the stunning show girl. Here is what we have all been needing."

— RICHARD WATTS, Post-Home News

### "BOBBY CLARK IS FINE IN A SPARKLING

**SHOW.** He is as funny as I have ever seen him. The Harold Adamson-Jimmy McHugh songs are grand."

- ROBERT GARLAND, Journal-American





The fifth longest run play in the history of the American Theatre and still Breaking Records!

**BROCK PEMBERTON presents** 

New 48th St. Theatre. N. Y. C.

Joe E. Brown HARVEY"

with MARION LORNE

**Enroute Chicago, West Coast** 

Frank Fay "HARVEY

with DORA CLEMENT

a new comedy by MARY CHASE directed by ANTOINETTE PERRY Settings by JOHN ROOT

The Pulitzer Prize Play

Greetings

GERTRUDE LAWRENCE

Congratulations and Long Life

PAUL MUNI

# Best Wishes

# THE GREATEST SHOW ON ICE

"I would just as soon miss Christmas—as miss Ice Capades." -JIMMY FIDLER

"Ice Capades brings the masterwork of Disney's Snow White and the Seven Dwarfs to the ice with all the characters, ingenious lighting effects, rich costumes, imaginative setting and the best talent of the make-up art! The Seven Dwarfs seem to have stepped right out and the pest tatent or the make-up art; and beven Dwarts seem to have stepped right out of the cartoon, the resemblance is that striking. It is an ace achievement. Costumes more or the cartoon, the resemblance is that striking, it is an ace achievement, of gorgeous... an exuberant performance. The new Ice Capades... a hit!" -KASPER MONAHAN, PITTSBURGH PRESS

"A new ice man cometh! A fresh approach. For those who have been clamoring for some A new ice man cometn: A rresh approach, for those who have been clamoring tor something new, they will have their wishes fulfilled. A bold experiment and I commend its pionage. ning new, they will have their wisnes fulfilled. A pold experiment and 1 commend its pioneering. Replacement of young blood. A new chapter in ice shows. The old order gives

\_karl krug, pittsburgh sun-telegraph way to a new look in an era of innovation."

"The ice man has unloaded another cargo of treasure trove at The Gardens. The monotony of success has not caught up with Ice Capades' bottomless frigidaire and the 1949 edition of its Winter Wonderland was a capade of the Winter Wond or success has not caught up with Ice Capades' bottomiess trigidaire and the 1949 equion of its Winter Wonderland wears a coat of arms that keeps growing brighter and bolder



CAPADES of 1949

CONTRIBUTE TO THE

# JEWISH THEATRICAL GUILD OF AMERICA, INC.

1564 BROADWAY, NEW YORK 19, N. Y.



Season's Greetings

To the Casts of

"HIGH BUTTON SHOES"

PHIL SILVERS' CO.

NEW YORK

EDDIE FOY'S CO.

ON ROUTE

LEW PARKER'S CO.

LONDON

....

THE AUSTRALIAN CO.

AND

TO EVERYONE!

JULE STYNE

**TENNESSEE WILLIAMS** 



### **NOW ON TOUR**

18 CITIES FROM COAST-TO-COAST

LOS ANGELES CHICAGO **NEW YORK NEW HAVEN** HERSHEY

PHILADELPHIA CLEVELAND BUFFALO TORONTO

MONTREAL BOSTON

**PROVIDENCE** PITTSBURGH CINCINNATI MINNEAPOLIS SEATTLE PORTLAND

SAN FRANCISCO



**GREETINGS** 

Herbert and Dorothy Fields

ALEX COHEN

LELAND HAYWARD PRODUCTIONS

### "MISTER ROBERTS"

By THOMAS HEGGEN and JOSHUA LOGAN'

ALVIN THEATRE - NEW YORK CITY

HENRY FONDA

DAVID WAYNE ROBERT KEITH • WILLIAM HARRIGAN **ERLANGER THEATRE — CHICAGO** 

RICHARD CARLSON

Robert

BURTON

HAMILTON

Staged by JOSHUA LOGAN

(In Association with THE PLAYWRIGHTS' COMPANY)

"ANNE OF THE THOU

REX HARRISON • JOYCE REDMAN

SHUBERT THEATRE - NEW YORK CITY

(In Preparation)

(In Association with RICHARD RODGERS, OSCAR HAMMERSTEIN 2nd, and JOSHUA LOGAN)

"SOUTH PACIFIC"

Starring MARY MARTIN • EZIO PINZA

Congratulations VARIETY

### BEN MARDEN

### EVIE HAYES

"ANNIE GET YOUR GUN"

GREETINGS

Theatre Royal, Sydney

Now in 2nd Year, Australia

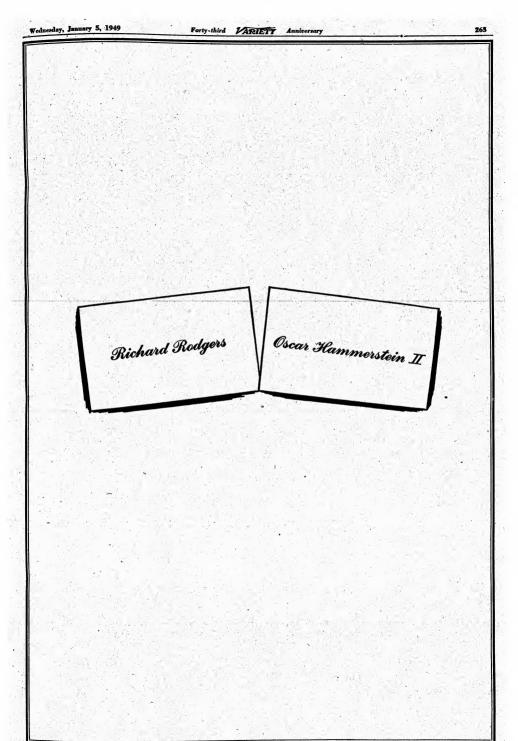
Greetings from -

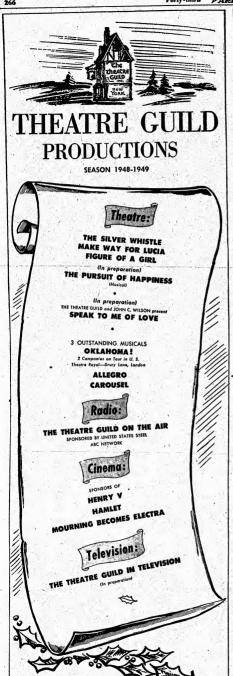
STAGE .

SCREEN .

VIDEO . RADIO . BOB GODDAR

CHICAGO — G. A. C. PUBLIC RELATIONS ("ROUND THE TOWN WITH ROBERT")





GREETINGS!

# CAROL BRUCE

Currently

"ALONG FIFTH AVENUE"

Personal Management:

HOWARD HOYT 11 West 42nd Street New York City

Joe E. Brown

"HARVEY" 4th Season

48th Street Theatre NEW YORK

## Helen Hayes

Broadcasting Via CBS
"THE ELECTRIC HOUR" For The Electric Companies Of America Every Sunday at 9 p.m. EST

### JOHN C. WILSON Productions

10 ROCKEFELLER PLAZA, N. Y.

JOHN C. WILSON

# BANKHEA



Staged by MARTIN MANULIS Settings by CHARLES ELSON

PLYMOUTH THEATRE, NEW YORK, CITY



### Junniest Comedy of the Season

A whirlwind lampoon . . . loud, broad, tempestuous, acted at top speed by a wonderful cast. The jokes bound off the rafters in an evening of honest, merchantable laughter

Levene gives a powerful, versatile and richly

-BROOKS ATKINSON, Times

"Moss Hart has brought malice, wit and affection to a show about show people. It has scenes of jubilant satire ... affords intriguing glimpses into the complicated mechanics of the theatre and has a fund of rich entertainment." - HOWARD BARNES, Herald Tribune



"Rollicking and lovely comedy about the stage. It certainly is amusing and Mr. Hart has directed it adroitly. Audrey Christie is present with another one of her brassy performance

- IOHN CHAPMAN, News

"Extremely funny, high riding comedy . . . racy and rambunctious ... a revealing hurly burly.

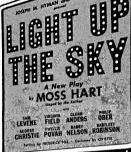
No one in it is more piercing with satiric paraphrase than Glenn Anders." -WILLIAM HAWKINS World-Telegram



"A bright, amusing, gayly malicious and steadily entertaining play . . . acted to perfection by an ideal cast,

- RICHARD WATTS Ir., Post





1/1/1 1

111 VIII-11 "A LAUGHAPALOOZA!"-WINCHE

"It is a fast, furious, tremendously funny prank . . . the sparks were shooting off all the way to the East and Hudson Rivers . . . fascinating and cyclonic characters and some of the sharpest and wittiest dialogue to test your ribs in several semesters. Producers Joseph M. Hyman and Bernard Hart have given the play a perfect production, with author Hart magnificently directing a superb cast. Bartlett Robinson and Jane Middleton contribute handsomely to an uproarious evening." - ROBERT COLEMAN, Mirror

-WARD MOREHOUSE, Sun

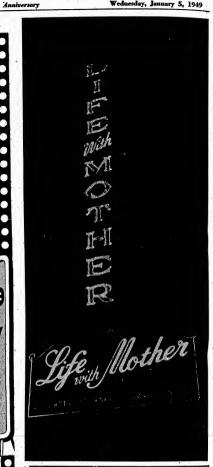
"An entertaining and affectionate play from a man of the theatre who knows it and loves it. A show-wise, witty and delightfully malicious play . . . played by an expert cast. Virginia Field is vastly entertaining as the star. Philip Ober is excellent and Phyllis Povah contributes a comical performance."

"An hilarious comedy . . . everybody had a fine time. It has /田田里 been quite a while since Broadway has known a cast as expert, Barry Nelson as the playwright comes in for my greatest admiration,"

-ROBERT GARLAND, Journal-American

45th Street West of Broadway

(tax included). Please specify two alternate dates and enclose stamped, self-addressed envelope.



Greetings from

The "RED GLOVES" CO.

### **Mansfield Theatre**

New York

MICHAEL MYERBERG

Owner

A LUSTY SALUTE FROM "THE SILVER WHISTLE" By ROBERT E. McENROE

CLAIRE LEONARD AND CARL COWL **Authors Representatives** 

516 Fifth Avenue New York 18 Anna Lucasta — Favorite Stranger

Bruno and Sidney — 11 Lives of Leo Fabulous Screwball - Mulligan's Snug

### SONJA HENIE and ARTHUR M. WIRTZ

Present the

**World's Greatest Ice Skating Spectacle** 

### SONJA HENIE

and Her

### "1949 HOLLYWOOD ICE REVUE"

Now on Tour

Appearing at Madison Square Garden Beginning January 20

\* \* \* \*

### "HOWDY, MR. ICE"

CENTER THEATRE
Rockefeller Center
NEW YORK

#### **Produced by SONART PRODUCTIONS**

Executive Director, ARTHUR M. WIRTZ
Production Director, WILLIAM H. BURKE
Singed by CATHERINE LITTLEFIELD

#### PULITZER PRIZE and CRITICS' AWARD

IRENE M. SELZNICK

ELIA KAZAN'S PRODUCTION OF

STREETCAR NAMED DESIRE

67 TENNESSEE WILLIAMS

Directed by MR. KAZAN

Costumes by Setting and Lighting by JO MIELZINER \* LUCINDA BALLARD

**NEW YORK • BARRYMORE THEATRE** 

JESSICA TANDY

MARLON BRANDO

HUNTER

MALDEN

### CHICAGO · HARRIS THEATRE

Uta HAGEN Anthony

RUSSELL HARDY

MARY WELCH

Happy Holidays to All Our Friends in Show Business

- FROM -

FORTUNE GALLO SAN CARLO OPERA CO.

### ICE ENTERTAINMENT OUTDOORS UNDER THE STARS.....

**Attention Ballpark Owners** and State Fair Managers

"HOLIDAY ON ICE".

HAS A FEW SUMMER DATES OPEN FOR FAIRS AND LARGE BALLPARKS. MUST HAVE MINIMUM OF 6500 SEATING CAPACITY WITH DRAWING POPULATION OF 300,000

"ICE VOGUES"..

If Interested Forward All Information and Details at Once to

GEORGE D. TYSON Holiday On Ice Shows, Inc., 1775 Broadway, Suite 624 Telephone Circle 6-8660

> With Besi Wishes

BROOKS COSTUME CO.

1150 AVENUE OF THE AMERICAS NEW YORK CITY

### **GLORIA LE ROY**

COMEDIENNE

Now with

OLSEN and JOHNSON'S NEW REVUE

DIRECTION:

MILES INGALLS New York

JULES GOLDSTONE Hollywood

Thanks to the William Morris Agency

# **ANYBODY GOT A PYRAMID?**

LATE IN OCTOBER when we published Billy Rose's "Wine, Women and Words," we bought several big ads in which we pointed out that it was fast, frenetic and funny:

Well, shortly after these ads appeared, the distinguished humorist, P. G. Wodehouse, sent us the following letter:

Nov 11. 1948

Messrs Simon and Schuster 1230 Sixth Avenue New York City

Gentlemen.

I have read a number of reviews of WINE, WOMEN AND WORDS and I have seen some acres of advertisements, and I am not satisfied with either. It seems to me that the reviewers have all approached the book in a spirit of mam amused condescension, - with a sort of superior snicker, as it were, as if they were saying 'So old Billy has written a book? Well, well. You never know what's going to happen these days, do you?", treating it as if it were a bisarre attempt at a quaint sideshow by a Broadway jack-in-the-box who ought to be devoting himself to elephants and swimming girls.

I suppose it was inevitable. But why do you in your advert-isements fall into the same trap and take the kidding, tongue-in-the-oheek angle? I have now read WINE, WOMEN AND WORDS three times, and I
still adhere to my original view that it is not a book to be condescended
to or treated as a joke. It is an extraordinarily fine book, as
intimate as Papys and as salty as Abe Martin, besides, about trice as
funny as anything else i have read for a good many years. To me it
seems that it has everything, 'charm, wit, wisdom, thrills and that
sleeting quality which Billy calls X.

Do please make those advertisements a little straighter, so that people will realize that this is not just a joke book but something a good deal more important. 'Will yer, Jim', as Sayles used to say to Dooley. If I were not afraid of being pompous, I would call WINE, WOREM AND WORDS a secial document and a real contribution to American literature.

Yours faithfully

P.G. Wodehouse

Next, The Saturday Review of Literature, in its December 4th issue, opined that Billy's opus "combines the narrative quality and barbed jape of Twain and Damon Runyon" and represents "the most widely esteemed, typically American humor of the 1940's."

And now comes the January Atlantic Monthly with these unminced words: "Billy Rose is God's gift in a dreary year, and his book, 'Wine, Women and Words,' the most refreshing slice of Manhattan we've had since Damon Runyon. He writes with a beautiful sense of timing, and with an impeccable ear for dialogue."

Okay, gentlemen, call off your dogs. We thought we had done right by our Bill—after all, we printed up his book as pretty as we knew how, threw in a lot of colored art by Salvador Dali, and ordered a first run of 30,000 cloth-bound (\$3) and 100,000 paper-bound (\$1) copies. In fairness to ourselves, we must point out that our ads must have impressed some folks because "W., W. and W." is now well up on all the best-seller lists; we're ready for a cloth reorder, and we've already taken delivery on an extra 50,000 copies of the paper-bound edition.

However, we don't want to row with Mr. Wodehouse, The Saturday Review, and The Atlantic Monthly, and if they think Mons. Rose's writings ought to be carved on the side of a pyramid, we're willing to go along with them. We stand ready to buy the necessary cold chisels and mallets, and hire a hundred members of the Stone-Cutters Union. The only trouble is, we haven't got a pyramid.

Anybody got one handy?

SIMON AND SCHUSTER, Publishers

# WINE, WOMEN, AND WORDS by BILLY ROSE

"LEND AN EAR" to

who shouts

Thanks for wonderful pres

Yvonne Adair, who is an uncommonly versatile performer, opps quite a few people in the usles with her hot dancing.

Brooks Atkinson, Times.

Yvonne Adalr is a riotous comedienne of the Charleston-and-Black Bottom school in the

peretta burlesque John Chapman, Daily News.

As for versatility it would be hard to beat Yvonne Adair. She sings a couple of smooth torch songs, then turns herself into a raucous hip slapping hoofer of the Charleston era for "The Gladiola Girl" which is the most authentic sattre yet turned up on the musicals of the '20s.

Wm. Houther NY "" Wm. Hawkins, N.Y. Telegram.

The atmosphere is so unaffectedly high-spirited that there is no resisting its appeal. To see Yvonne Adair burlesque a soubrette of the twenties is worth any playgoer's while.

Richard Watts, Jr., Post.

"The Gladiola Girl," road company that has been lost in the sticks since 1925, and with its ancient costumes and hammy routines, and with Miss Adair to demonstrate the "old Yahoo step," the skit is a riotous joy. N. Y. Sun.

The whole gang of them is so good that it seems almost unfair to spotlight any of them with special praise. However, new comediennes like Yvonne Adair have everything to head them for future feature brackets.

... nice tunes which are in the main excellently realized by Gloria Hamilton and Yvonne

Variety.

Thanks for the opportunity: Wm. R. Kotzell, Fronk Gilbert, Wm. Eythe.

Thanks for show stopping ma-terial:

Charles Govnor.

Thanks for direction, choreog-raphy, costumes and arrange-ments:

Gower Chompion, Hal Gers Rooul Du Bois, George Bouer.

Thanks for placing me: Jules Ziegler Agency.

Thanks for press relations: Art Fronklin Assoc.

Thonks to the "Lend on Eor" cost or their warmth and friendship.

BUT MOST OF ALL THANKS

TO MOM AND POP WHO

### **Plans for Prolonging Legit**

with Equity and the League of N. Y. Theatres, whose duties

N. Y. Theatres, whose duties should be to assist in solving problems with Equity members or managements which are affecting the business of an attraction, and will ultimately cause its closing. Such an Employment Committee should be empowered to use the influence of these groups on their members in the interests of general employment.

Great Moral Force

Great Meral Porce

I could give many examples where plays have had to be chose because of actions on the part of members of the east, on the one had, or of the management, on the other, which ultimately returned to the play and caused its closing. In a number of such cases, there was no actual breach of contract. The moral effect of an Employment of the contract of the management, as the case might be, and pointing out that the east was threatened with being thrown out of work, might a number of plays which otherwise might close.

Some years ago, I assisted in

Some years ago, I assisted in forming an organization known as the American Theatre Council, the purpose of which was to bring together all the elements of the theatre in a few the sales the control of gether all the elements of the the-atre in an effort to solve those problems which affected the eco-nomic structure of the theatre. Two successful conventions were held in New York, but unfortu-nately, the effort was dropped al-though it proved itself well worth-while. Possibly, the American

Here is an opportunity for two r to make unusual carnings. We Ervise, former student in Dran Wiley Berry's awateur acting

OVÉR

\$1,000.00

IN ONE

FOR ERVINE

est veer.

150 OF

\$400.00 TO

N A MONTH

starded for next season, and mught meater Council and the accompany of the conventions of the Moreover, the idea that an actor demeans himself by going on the road should be dispelled by the sample.

There should be an Emergency Employment Committee connected with Squity and the League of the wards of the wards of the convention of the wards or all of those who have power in the wards of the wards on organizations of the

for all of those who have power in the various organizations of the theatre to look into their hearts and see whether they could not accomplish more for their own good by mutual cooperation rather than mutual distrust.

### Actors Fund Grosses 20G at Annual Benefit

Annual benefit of the Actors Fund of America, held Tuesday night (28) at the Astor hotel, N.Y., drew an audience of about 600 and grossed an estimated \$15,000, including admissions, sale of programs, program advertising proceeds from games. Instead of being a straight show, this year's benefit was in the form of a ball, entertainment and buffet supper.

Lindsay, Dorothy Stickney, Robert Lev Lindsay, Dorothy Stickney, Robert Moriey, Paul Mun, Bill Robinson, Jimmy Savo, Tallulah Bankhead, Same Levens, Smith and Dale, Sophile Tucker, Henry Fonda, and John Charles, Tanker were various of the Charles, The West Tonday, The Charles, The Charles, The Charles, The Charles, The Mories and Sanday and Frankie Levens and Sanday and Frankie Levens and Sanday Sanda

Keane Waters directed the show and James Sauter was in general charge of the entertainment.

OVER

\$18,000.00

LAST YEAR

FOR BERRY

EXTRA

BONUSES

#### UNION NIPS CREDITS FOR 2 B'WAY SHOWS

Unusual situation found two of week's Broadway openings with names of set and costume de signer omitted from the Playbill programs. Irony of the situation was pointed up by the fact that reviewers singled out sets and costumes in both plays for high

Sets and costumes for "The Madwoman of Challlot" were those of Christian Berard, created for the original Paris production and imported for the N. Y. run. "The Rape of Lucretia" sets and costumes, created by John Piper, were those of the original Glyndehourne Festival production in England in 1046

Omission of the names was due to a regulation of the United Scenic Artists union, because sets and costumes weren't created here,

#### Shows in Rehearsal

"All for Love"-Sammy Lam-bert & Anthony B. Farrell. "Death of a Salesman"—Bloom-garden-Fried.

Stars who appeared included ("Eigure of a Girl" (formerly gray Bolger, Anne Jeffreys, Bobby Guld. Clark, Ethel Merman, Howard ("Forward the Heart" — Islands ("Forward the Heart" — Island

"Forward the Heart" — Jules

"They Knew What They Wanted" -John Golden.

Co-Producer

"O' MISTRESS MINE"

Road Tour With SYLVIA SIDNEY and JOHN LODER Music Hall Summer Theatr. Clinton, New Jersey 214 West 42nd Street

Happy New Year from

### ARTHUR ROW

Streetcar Named Desire" Co. Chicago, III.

#### PABST THEATER

Milwaukee's Finest Drama • Concert

MYRA PEACHE, Mgr. 144 E. Well Street, Milwa Tel.: Daly 8-3760

THE NEW HIT MUSICAL!

SAINT SUBBER & LEMUEL AYERS Present

PATRICIA

DRAKE MORISON "KISS ME, KATE"

### COLE PORTER

**BELLA & SAMUEL SPEWACK** 

HAROLD LANG

LISA KIRK

Production Staged by

JOHN C. WILSON

CENTURY THEATRE

7th Avenue and 59th Street

### VIC HYDE

TWO MEN WANTED

WITH

SHOWMANSHIP ABILITY

l or amateur actors and show people have an unusual opportunity & money in our sales field because of their poise, controlled facial traised voices and uppearances. Our sales work is interesting their work of the control of the

IMMEDIATE OPENINGS

Write ur wire today, stating age, bame and qualifications if you are free to travel.

PANTHER OIL &

GREASE MFG. CO.

Dept. V, P.O. Box 711, Ft. Worth 1, Tex

two men who have showmanship ability to train We want men anywhere from 28 to 65. Like Dramatics, carned \$1,032.26 IN ONE MONIL ting ability helped him carn over \$18,000.000

Currently in "HUMPTY-DUMPTY"

CASINO THEATRE, London

HARRY FOSTER LONDON, ENGLAND NAOMI HORRABIN, Personol Monoger Paromount Theatre Building
Des Moines, Iowo

### RAY M. KAVANAUGH

Musical Director "Annie Get Your Gun"

NATIONAL COMPANY

2ND YEAR

### TOM NIP, Senior

FOR TRAINING ME TO DANCE WELL ENOUGH TO BE IN THE SEASON'S GREATEST MUSICAL:

THANKS

"HIGH BUTTON SHOES"

BILL PIERSON

CITY PLAYHOUSES, INC., New York

LOUIS A. LOTITO, Pres.



CORONET THEATRE

"SMALL WONDER"



**FULTON THEATRE** 

"JOAN OF ARC"



MOROSCO THEATRE

"GOODBYE, MY FANCY"



**46TH STREET THEATRE** 

"LOVE LIFE"



GILBERT MILLER and HENRY SHEREK

PRESENT

ROBERT MORLEY

IN

"EDWARD, MY SON"

By ROBERT MORLEY and NOEL LANGLEY

NOW IN ITS 18TH MONTH AT THE LYRIC THEATRE, LONDON

### BARNARD STRAUS

"Temper the Wind" "For Love or Money"

### OBITUARIES

#### WALTER MOROSCO

Walter Morosco, 49, 20th-Fox producer and infector for the street producer and infector for a street producer and infector for a street producer for the was the son of the late Oliver Long identified with the fine flower producer for the street for the street producer for the street producer for the street for the street producer for the street pr

More in the guidance.

Born in San Francisco, Moroscocame under the wing of his
fisher at an early age and was nership, he subsequently had held
studion for arthured of years, similar posts with Florenz Zlegfrid an
any flins, some of which
were
"It Happened in Flatbush," "The life member of the Frairs and a
member

Surviving are a son, Tim, and is mother, Mrs. Anna Morosco, e was thrice wed, having married ctress Corinne Griffith, Shirley

FRANCIS X. HOPE

PETER PANN

Peter Pann, 76, veteran charac-ter actor who more recently had

IN LOVING MEMORY

### HARRY VON TILZER

July 8, 1872-Jan, 10, 1946

His Brothers

WILL-JULES-HAROLD-ALBERT

a model. All ended in divorce.

JOHN GECOMA
John Gecoma, 51, owner and
porrator of Bright Lights Exposition Shows, died of a brain tumor
in Pittsburgh, his bome town,
Din addition to his outdoor attraction, Gecoma operated an agency
in Pittsburgh for outdoor talent in
secolation with Frank Cervione,
death by five weeks. The office,
which is associated with Hamid
Enterprises, will be operated by
with the passing engleaced, survived by a sister and two
brothers.

Listenwalter and Marie O'Keefe, a model. All ended in divorce.

JOHN GECOMA

John Gecoma, 51, owner and tion. Signature.

John Gecoma, 52, owner and tion. Signature.

tion, "Signature."

A native of Hamburg, Germany,
Pann started his career in Shake-spearean repertory, later acting in stock as well as in vaudeville. He was also seen in the road compa-nies of "Peg o' My Meart" and "A' Bit of Diplomacy."

A daughter survives.

#### KAY VAN RIPER

KAY VAN RIPER

Kay Van Riper, 40, film scripter, radio writer and playwright, died in Glendale, Cal., Dec. 31, an apparent victim of an overdose of sleeping tablets. For years she had

sciatica.

Miss Van Riper had either written or collaborated on many films,
including "The Harvey Ciris,"
"Babes in Arms," "Lady Be Good"
and Metro's Andy Hardy series.
She was born in Minneapolis.

Mother, Any Van Riper, sur-

HENRIETTA LEE MORRISON Mrs. Henrietta Lee Morrison, 79, widow of Charles P. Morrison, comedian, died in New York, Dec. 29.

Dec. 29.

Mrs. Morrison specialized in comedy roles. After making her debut
in "The Two Sisters," she subin the substantial substantia

MRS WILLIAM BLAISDELL MRS. Clara Lavine Blaisdell, 75, actress and widow of William Blaisdell, actor, died in New York Dec. 29.

Both 29.

Born in New York, she had appeared in a series of comic operas, and at the turn of the century in Edward E. Rice's production of "The Girl from Paris."

COL. WILLIAM S. SAVAGE

COL. WILLIAM S. SAVAGE.
COL. WILLIAM S. SAVAGE.
Even a executive of RKO Radio's
legal department, died in Garden
City, L. I., Dec. 29.
He came to RKO in 1932 via
the real estate department and
later transferred to the legal dertment. Survived by wife.

HEDLEY COOPER
Hedley Cooper, 59, violinist, died
Heeley Cooper, 50, violinist, died
Heeley Cooper, 50, violinist, died
He was a member of the Dallas
Symphony Orchestra and was also
an instructor in violin.

R. J. (Jack) Flannery, 51, branch manager of National Screen Serv-ice in Seattle, died there Dec. 25, following a heart attack. Survived by wife and a brother.

Wife, 28, of George Laskey Uniontown, Pa., exhibitor, died there Dec. 17. In addition to her husband, parents, two brothers and a sister survive.

Wife of Charles Lindau, owner of the Kedzie and Kedzie Annex theatres, Chicago, died there Dec 28. Survived by husband and three

Wife, 43, of Larry Jacobs, In-dianapolis branch manager for

recurrent attacks of arthritis and Screen Guild, died after a heart attack at Covington, Ky., Dec. 28.

Harry Brodsky, theatre decora-tor, dled in Philadelphia, Dec. 28. Survived by wife, two daughters and two sons.

Donald Rudd, 60, Columbia projectionist for the last 17 years, died in Hollywood, Dec. 28, after a heart attack.

Brother, 63, of screen actor Monte Blue, dled at his home in Indianapolis, Dec. 25.

LOVING MEMORY OF BILLY SMYTHE Who Passed Away Jan. 5th, 1946 We Miss You SLADYS, WILLIAM JR., ROBERT

Joseph A. Block, 55, Metro studio policeman for 25 years, died Dec. 26 at his home in Culver City, Cal.

Arthur Smith, 51, film property man, died Dec. 27 in Hollywood after a long illness.

A. Q. Hodges, 50, Metro investi-gator for 20 years, died Dec. 26 in Santa Monica, Cal.

Widow of Warren William, film star, died in Manhasset, L. I., Dec. 31. William died last September.

Son, 10, of Martin Coil, RKO film editor, died in Hollywood, Dec. 24.

### **Global Kick**

Continued from page 21
tory for "Frank Buck Returns to
tory for "Frank Buck Returns to
the state of the state

and any spining, but with producing and any spining. The companies.

Robert Lord and Humphrey Bongart, for their second Santana propagart, for their second Jones and Jones

picture. Breakston-Caplan will go
to Japan late this year, too. Sending of a Hollywood company, Oriental-International, headed by the sending of a Hollywood company, Oriental-International, headed by the sending of a Hollywood company, Oriental-International, headed by the sending of the Hollywood production of the sending of the Hollywood production company well be made.

There has been scarcely Rollywood production company as the sending of the Hollywood production company which well be the sending of the sen

"The Tale of Two Cities," to be made in England and probably France Warner's currently is doing "The Hasty Heart" in Lon-don, and Arthur Hilton will launch his indie efforts with "Master Sky-lark" in England.

lark" in England.

Nat Holt will return to Canada for "Cariboo Trail," and 20th-20on as set a North African location expedition for "The Black Rose." This company will be particularly active abroad this year. Slated also Yard," "Timesen Hapowar," "The Gay Purvait," also to State of the Stat documentary based on Am

Mexico is to get heavy attention again, after having practically been abandoned during past year. Appl abandoned during past year. Appl and a second of past year of the past year. Appl and a second year of past year. Appl and a second year of past year. Appl and year year year year. Appl and year year year. Appl year year year. Appl year year. Appl year year. Appl year year. Appl ye

Jand.
John Beck will produce "Lorna
Doone" for Edward Small in England and Scotland, film to he made
in association with J. Arthur Rank,
and Selznick will do "Tess of the
d'Ubervilles" in England. Willam Cameron Menzies likewise is
set to produce "The Ballad and the
tall the set of the set of the
Lorent State of the set of the
Undestrables" in Cuba.
Wile Frankovich currently is in

undesirables" in Cuba.

Mike Frankowich currently is in Italy, with plan to make two pietures there, and Universal is sending Deanna Durbin to Rome for, with Scalera Films, an Italian concern. California Productions is another to do a film in Rome in another to do a film in Rome in Robert Cummings. Hall Wallis may do a film there, too, "September."

Buddy Rogers and Mary Pickord are planning to leave for an experiment of the control of the control

make at least two films there. Plenty of other production companies likewise are looking off-shore for locations. World is so small these days, what with fast-flying planes, that it's only three days to India. What's distance, now, anyway . . and there's that

#### **MARRIAGES**

MARKHAULS

Ellen Lewis to Aldo Praisot,
Greenwich, Conn., Dec. 24. Heswith Pittsburgh Symphony Orch.
Lcda De Gusipe to Jimmy Gismodi, Uniontown, Pa., Jan. 1. He's
chief sports announcer on WMBS
In Uniontown.

Pattin Pitchlow to David Rose.

Betty Bigelow to David Rose, Las Vegas, Dec. 28. He's a com-poser-orch leader.

### In Memoriam 1948

FREDERIC CLAYTON ALBERT C. FULLER SIDNEY HARRIS H. KINSEY RALPH KRAVETTE

LEON LEOPOLD WALLACE MUNRO FRED SMYTHE JOSEPH SILVERMAN

ASSOCIATION OF THEATRICAL PRESS AGENTS AND MANAGERS

# Congratulations

to



on its

Forty Third

Anniversary

EASTMAN KODAK COMPANY



HOOPER RATING IN MUSIC

A NEW
SIZZLING HIT
from the

### JIMMY DURANTE Music Co.

LOU COHEN, President EDDIE JACKSON, Secretary JACK ROTH, General Manager

...from da nose of

THE CAMEL SHOW . NBC

Friday Nights 8:30 to 9:00, PST - 8:30 to 9:00, EST



"ON AN ISLAND WITH YOU"



Published Weekly at 154 West 46th Street, New York 15, N. T., by Yarjely, Inc. Annual subscription, 416. Single copies, 25 cents, Entered as second class matter December 22, 1930, at the Post Office at New York, N. Y., under the act of March 3, 1875. COPYRIGHT, 1949, 38 Y ARRIVATOR, 1870, 1871, 1872, 1872, 1872, 1873, 1874, 1875

VOL. 173 No. 5

NEW YORK, WEDNESDAY, JANUARY 12, 1949

PRICE 25 CENTS

# LE SPONSORS BURN AT C

### **Talent Agencies Building Lower-Cost** Shows: See Stronger Bid From Radio

Although talent agencies anticipate the usual amount of sponsor participate the usual amount of the country and the usual amount of the condition of the coadia countries will be a set of classical vine the usual amount of the coadia countries will be a set of classical vine the usual amount of the usual to th

in other media.

Agencies think that program
sales will start perking next month
when the majority of advertiser
budgets come through. Until then,
percenters are lining up new pack-

ages.

The talent peddlers say that they've considerably more selling points than were present during the past year. Firstly, they believe that the Jack Benny switch from NBC to CBS points up anew the need for development of new shows and new stars. Inasmuch as Benny was the keystone of NBC's former was the keystone of NBC's former by smast bunday lineau, astworks (Comtimed on pake 24).

#### Richard Rodgers Nips Oldtimers in Defense Of 'Hard Work as Fun By RICHARD RODGERS

By RICHARD RODGERS
In last week's anniversary issue
of Vanitry there was an article by
Arthur Hopkins, the title and tenor
of which was, "All the Fun Has
often Cut of the Theatter." With
all the respect, and no more, all
about?" I searched his article carefully for an indication of what was
boundered fun in the "good old
days," and I found that they had
some good-armed witty speeches
often the Lambs and Priors.
Mr. Hopkins and and Priors.
Mr.

#### Benny Goodman Does Quick Fade at N.Y. Par.

Quick Fade at N.Y. Par. Benny Goodman pulled an un-usual disappearing act at the Paramount theare, New York, Saturday (8) night. He walked off the thearest bands and during Buddy Lester's bands and so will be been back since. Gene Krupa was dragged in from a vacation for the second show Sunday (9) and consecutive bands of the second show Sunday (9) and consecutive bands of the second show Sunday (9) and consecutive bands of the second show Sunday (9) and consecutive bands of the second show Sunday (9) and consecutive bands of the second show Sunday (9) and consecutive bands of the second show Sunday (9) and consecutive bands of the second show th

(Continued on page 47)

### **Benny Willing To** Tackle Video. If It Can Afford Him

Hollywood, Jan. 11.

Benny is available for videowhenever the medium can afford
whenever the medium can afford
recurrent reports that he'd retire
from show biz when tele becomes a
major factor.
What's more, Benny declared,
is radio characters will remain intion country format with video in
mind and only minor revisions will

tion comedy format with video in mind and only minor revisions will be required to convert to the new medium. Televiewers will see Benny and Rochester riding in the Maxwell, they'll see the vault in (Continued on page 62)

#### A. J. Balaban-Friedlander Head Country Club Synd.

Head Country Club Synd.

Syndicate headed by A. J. Balaban and Emil Priedlander has purcentral the pried of the country of

By GEORGE ROSEN

CHIENTS and ad agencies involved in the majority of top-budgeted dramatic and variety shows on television have been doing a fast burn in recent weeks over mounting TV production costs. Shows that would normally have a \$5,000-tall with the control of the control

cause of scenery designing prob-lems.

They're particularly, resentful of the fact that their, hands are tied the fact that their, hands are tied to the fact of the fact of the fact and the fact of the fact of the pointed at NBC's standing rule that all production mountings must be undertaken by the network itself, that none of the scentic work can becoming an increasing headache to such sponsors as Texaco, Swift, kraft, Admiral and Philoc, among others represented by NBC-TV net-traction of Texaco Star The-atre. both the client and the agency, Kudner, point to the fac-gency, Kudner, point to the fac-gency, Kudner, point to the fac-

### **Names Piled High** For Truman Show

What may askington, Jan. 11.

What may askington, Jan. 11.

What may are as one of the bier gest alletast rate as one of the bier gest alletast properties of the properties o

#### Artie Shaw's Gonna Let His Hair Grow

Let His Hair Grow
Artle Shaw has been signed for
longfuir concert appearances by
the Judson, Offelli & Judd division
of Columbia Artists Mgt. Latter is
offering him now to orchestral
managers as clarinet soloist with
their symphoties for midsummer.
their symphoties for midsummer.
October-November this year, Managers are being advised that Shaw
(Continued on page 55)

### RESENT NBC FEES Major Pic Companies See 1949 Biz Holding Up as Well as Last Year

Argentine Musicians

May Balk Cugat Visit May Balk Cugat Visit

Montevideo, Jan. 11.

It now looks as though the contract signed in November, which
would bring Xavier Cugat to Uruguay and Argentina in MarchApril, 1949, may have to be cancelled as far as Argentina is con-

celled as far as Argentina is con-cerned.

This is the result of the opposi-tion put up by the Argentine Mu-sicians' Union, based on the con-tention that their U. S. counter-part has consistently opposed any booking of Argentina bands or mu-sicians in U. S. territory.

### 14 B'way Closings Force 700 Out Of Work: More Due

Current epidemic of closings the most severe in years, is crimping theatrical employment worrying the

Curpent epidemic of closings, the most severe in years, is crimp-dworrying the entire legit field. Although conditions are expected to be better for the mext couple of months, at least a few more shows from the couple of the c age of a few weeks ago is ap-(Continued on page 61)

THE MASE LASE TEAT

Ten major film companies, for the first time since the war, plan to release about eight more pictures during the current year than to release about eight more pictures during the current year than to release about eight more pictures to the 345 turned out during the proximately 383 features will be distributed in 1949, as compared to the 345 turned out during the process. The properties of the second of the secon

### Relaxing of Gambling Law Needed to Hypo Havana Nitery Biz

Havana, Jan. 11.
Nitery operators are hopeful that
he new national administration Nitery operators are hopeful that the new national administration will ease the laws on gaming. Business here, despite indux of tourists resulting from the property of the second of th

(Continued on page 55)



### Govt. Budgeteers Discredit 'Decline' Of B.O., Predict Higher Admish Take

Taking shapington, Jan 1.

Taking shapington, Jan 1.

Taking shapington, Jan 1.

Taking shapington and the box office is in for a considerable period of decline, the Fedoral budgek-makers are six will brins Uncle Sam more during the reduction the state of the shapington of the shap

rooms and legit to sports and swimming pools. The President's budget message, calling for an increase in taxes, plus his estimates above the control of the (Continued on page 62)

#### Sartorial Sam Goldwyn Swipes Style Lead From Rank, Korda, Sez Brit. Mag

As a climax to a year in which
they have had unsympathetic treatment from British critics, J. Arthur Rank and Sir Alexander
Korda are taken to task for their
"slovenly" dress by the editor of
the Tailor and Cutter, British
magazine on mens styles.

magazine on men's styles.

Publishing pictures of Rank in a check sports Jacket and striped flannels and Korda in a creased dispersion of the picture of the control of the

and left overnight."
To cap it all, the two British film chiefs are advised to study a picture of Sam Goldwyn and a picture of Sam Goldwyn and war of the sam of the

ahead in style consciousness, and Britain's traditional lead in men's wear is being challenged by America through motion pictures."

### Doing SRO Texas Biz

Bob Hope's arena and auditorium tour has been playing to capacity audiences in various Texas citles. Full houses attended Hope's single showings in Fort Worth, Abilene, Austin, and two shows in Dallas, and one each in San Antonio and

and one each in San Antonio and Galveston. Tonight's (1) display in Houston, where he does his broadcast, is sold out in advance. Hope resumes in Beaumont tomorrow (Wed.) where a twilight show was added to take care of the huge advance sale. Thursday's shindig in New Orleans has a 16-000 advance.

000 advance.

Hope chartered a DC-6 from United Airlines to make jumps easier and eliminate need for a strict adherence to schedule. Although shows are slated to run two and a half hours, most displays run around three hours.

Hope's east is similar to that of his radio layout and includes Doris Day, Irene Ryan, Bill Farrell, Hy Averback and Les Brown Orch,

### \$36,000,000 Asked For Info Abroad

Washington, Jan. 11.
The State Department's international Information and educational
program, including the "Voice of
America" and a limited picture
project, would receive \$38,000,000
in the next fiscal year under a
budget request made to Congress
yesterday (11) by President Tru-

yesterday, (11) by President IrvinFor the current year the project received \$27,000,000 and probably will have to make up a deficit of about \$369,500. Of the new recuest authorization approved by the 80th Congress for this year but for which no funds were provided. Which the project of the project of the would be spent for international broudcasting ("Voice of America") and \$2,049,968 would be sarmarked for special international pictures.

#### DEC. AMUS. STOCKS SHOW SHARP SPURT

SHOW SHARP SPURT.

Entertalnement stocks showed remarkable strength during Decemter, with the total on the N.Y.
stock exchange rising sharply, by
stock exchange rising sharply, by
stock exchange are
stocks on the big board climbed to
an overall figure of \$879,025,351.
Listed on the N. Y. exchange are
universal region of \$879,025,351.
Listed on the N. Y. exchange are
universal region of \$879,025,351.
Listed on the N. Y. exchange are
universal region of the stock of the stock of the stock
United Artists, big radio nets and
a number of disk outflits.

The rally came after amendal cum
of industrials, said badly following
the reflection of President Truman in November. Prices on
est point since Pebruary, when
the postwar bottom was hit.
Average pershare price on en-

erage per-share price on en-

tertainment stocks amounted to \$15.70 at the end of the year. That figure compares with \$14.69 on Nov. 30 and \$15.18 on Oct. 30.

344th Week!

### KEN MURRAY'S

"BLACKOUTS OF 1949" El Capitan Theatre, Hollywood, Cal.

now in world-wide release "BILL AND COO" Ken Murray's Academy Award Film

### Irving Berlin In **Talent Plea For** Overseas GI's

Plea for regular followups to the show biz caravan, which he and Bob Hope headed to entertain troops of the Berlin airlft during the state of the st

hypo troop morale.

"This is the unglamorous part of the war," Berlin explained. "Those boys of the airlift need a lift. There's a lot of difference between

boys of the airlift need a lift. There's a lot of difference between the control of the control (Continued on page 62)

4 BILLS IN CONGRESS

SEEK 20% TAX CUT

JLEM 2U<sub>0</sub> 1 FA OU1.

Although President Tru m an anac clear in his budget message yesterday 100 that no taxes—including excises—should be cut at this time, number of bills have been introduced in the new Conbett of the cut of the

rate.

These bills were introduced by Reps. Gordon McDonough, of Hollywood; John Dingell, Michigan; William Chmer, Mississippi; and Donald L. Toole, of New York.

Cantor May Move East If AM-TV Show Jells

If AM-IV Show Jells

Eddie Cantor is considering selaling his Beverly Hills home and living in Beverly Hills home and living in New York, if Pabst, Cantor's
radio spansors, want him to do a
dual radio and television show from
Nork. If plans materialize,
North and the state of the played
"Banjo Ryes" some years ago.
Meanwhile, Cantor is mapping as
a means of creating a stimulas for
series of personal appearance as
a means of creating a stimulas for
some on the air. Balabam & Katz
is reported lining up a series of
dates at fancy guarantees and percentages.

### Walter Winchell In New York

How They Got Their Names

Hote I ney Got I near reasons.

Friends of Mark Hellinger will gather Sunday in a Broadway theatre named for him to do honor to the first by-line to appear in lights. The exercmony will declicate a plaque which expresses the love of the people Mark brushed up against covering the Broadway beat.

The tribute on the plaque, which your scrivener was honored to compose, says: "To Mark Hellinger, reporter, playwright and producer. Gifted in two of the great modern arts, journalism and the theatre, his talents and his energies never failed to express his great tower or his fellow men. In memory of his friendship, this plaque is dedicated by them with no less affection than his inscription on their hearts."

It's a great pity it's a ceremony Mark can't attend. A greater pity still he hadn't the power of seeing ahead, a quarter of a century ago, to this monument. What a laugh he'd have at the showmen who opposed columnists on the first night press list!

Anthony B. Farrell bought the theatre and named it for Mark for the most sensible reason yet advanced for titling a building: lie sor pleasure out of Mark's column. How many columnists get fan letters made of steel and stone and costing \$1,300,000?

Most theatres ere named unimaginatively. When the Theatre Guild came out of pauperdom with a string of Hungarian hits, it is a string of Hungarian hits, it is stated to the string of the string of State of the Sta

There was a rich woman, Edith Totten, anxious to wear her name on a theatre. At the unrelling the lobby displayed a piece of rhyme on marble to the effect that the theatre was fissurance that the "name of Edith Totten will ne'er be forgotten." The house played two stiffs, and the Edith Totten became the President.

Lots of producers are commemorated in houses that used to sprout their hits: Sam H. Harris, Edgar Selwyn, Sam S. Shubert, George Broadhurst, John Cort, Oliver Morosco, Martin Beck, Florenz Ziegelda, David Belasco, and John Golden. The most powerful of the shownen, Abe Erlanger, has no memorial on Broadway. He lost his billing to St. James.

Few actors have been honored. Henry Miller and George M. Coban, actor-producers, made sure of their billing, and the honored performers include Maxine Elliott, Ebble Barrymore, Richard Mansheld and Edwin Booth. Walter Hampden's name was sold out with the building, and Nora Bayers and Nazimora's fell with theirs.

The Nora Bayes, atop the 44th Street Theatre, was burdened with an almost unending run of turkeys. The house figured in the play 'Arsenic and Old Lace." The play's hero, a critic, preferred to duck a Bayes opening to spend the evening with his two aunts, both murderesses. It was more restult there.

The Fulton wasn't named for Maude, a star of three decades ago, but for Robert, the man who got laughed at for claiming steam could drive boats. The Fulton opened as the Folles Bergere but went native when its supper shows failed to pack enough vitamines.

The Fulton, Plymouth, Longacre and Hudson have root in USA history. Five borrowed their handles from hotels. Ritz, Vanderbilt, Belmont, Biltmore and Ambassador. Nobody knows where the Royals got that tag—maybe somebody showing off his French.

The Alvin was a valentine to two producers, Alex Agrons and Vinton-Freedley. They justified the gesture by bringing a mess of hits

When the Maxine Elliott became the home stage for the loveliest acriess of her day, it was whispered that J. P. Morgan had build it at a little remembrane. The late Mr. Woolcott squetched the fable and suggested that Mr. Morgan was hanging around for market tips, doded with business cunning was Maxine's perlyl little head.

When Billy Rose acquired the Ziegfeld, he proclaimed the glorifier's moniker would always ride its facade. It was a popular gesture, and for Billy to skip his name in print represented an act of self-denial unmatched since Joseph was having none-of Mrs. Potiphar.

Ethel Barrymore became plagued by her longest jinx the minute they gave her a namcsake to work in. The Barrymore has housed many hits, and none for Ethel. Her recent smashes, "Whiteoaks" and "The Corn Is Green," enriched rival boxoffices,

Nobody has memorialized a composer on a house sign. Irving Berlin is believed to be most deserving of the honor, but he can't even get it from Co-landlord Irving Berlin of the Tusic BO.

Al Jolson, who put all his bouncy personality into the Winter Garden for scasons, was rewarded with his own house, at 7th Art and Central Park. He took one show into it, but he wasn't happy saw from the hot pastrami dors of 50th & Broadway, and the Jolson &

Lately an attempt has been made to restore the glamor houses like Frohman's Empire and Lyceum. The 46th Street Theatre has been beautified up to encourage people to find the theatre fun no less that its attraction. The Coronet, Fulton and Morosco have also joined the parade of daziling houses,

The 48th Street once was a pulmotor for gasping attractions. Joe LeBlang controlled it and fed its tenants with cut-rate patronage from his agency under Gray's Drug Store. The show Joe's cut-rating couldn't save was as doomed as a job-seeking Dixleerat.

Oliver Morosco couldn't stay lucky. He built the Morosco out of profits of four smash hits, "Bird of Paradise," "Peg o' My Heart," "Destairs and Down" and "So Long Letty." But the knack of picking and some of the profits of the stay of the profits of the

When the N. Y. Times took title to the Little Theatre on 44th St., a bit of ham showed in the sedate management, and the theatre is now The Times. Playing all the shows fit to kill?

A drink, then, to the Mark Hellinger Theatre. It begins life with a good name to drink to.

### Subscription Order Form

Enclosed find check for \$..... Please Send VARIETY for One Year .

Regular Subscription Rates for One Year-\$10.00 Canada and Foreign-\$1 Additional

VARIETY Inc

154 West 46th Street

New York 19, N. Y.

# PARAMOUNT'S '2-WAY SPL

### Hitchcock-Bernstein Unit Reported Considering Quitting Indie Prod.

Hollywood, Jan. 11.

Afred Hitchcock-Sidney Bernstein indie unit, Pransifiantic Productions, was reported this week considering called a few of the other interests of the production deals. Para Independent Artists, Fair Independent Artists, Pair Independent Artists, Machael Control of the Other India Control of the O

Curts Productions, and the Archael Arc an starred.

In the control of the

in England in April, with Jane Wy-man starred.

Hitchrockest for Transatiantic File and Bernstein had already made a pair, "Rope" and "Under Capricorn," for release by WB under the two-picture contract with Warners, which, until very recently, it is a planned to extend.

Max Thorpe, Columbia's general manager in England, is expected manager in England, is expected to the property of the world. Thorpe, it is anticide the warpet of the world. Thorpe, it is anticide the warpet of the world. Thorpe it is anticided the warpet of the world. Thorpe it is anticided the warpet of the world. Thorpe it is anticided the warpet of the world in the BACK TO PIX FOLD:

\*\*Rollywood, Jan. 11.

Daiton \*\*Hollywood, Jan. 11.

Daiton \*\*British \*\*Briti

#### RKO Theatres' Net

Hellywood, Jan. 11.

Net earnings for the year by the RKO theater chain was reported in financial circles to be \$4,700,000. These profits are of big interest to RKO stockholders, in view of the split this summer of RKO production and corporation's theatres into the production and corporation's theatres into The net is considerably down from both 1947 and 1946.

### Thorpe Slated As Co-Director In Britain for Col.

### REPORT PLAN ON RKO PATTERN

Complete separation of Paramount into two companies—one
stant theatre chain and the other
a purely production-distribution
a way of settling the Government
anti-rust case, it is reliably reported. Barney Balaban, company
anti-rust case, it is reliably reported. Barney Balaban, company
ten turns of the production-distribution. It is not the continues of the production-distribution of the production-distribution of the company present turns of the production-distribution. The production-distribution of the continues of the production-distribution of the continues of the production of the production-distribution of the present the companies. For the past week, it is reported,
parts band to directors has been of top present the companies of the control question of the present the companies. The Balaban-Goldenson joint presidencies is believed to be the outcome of the series of the present of the present

### Yanks Win. Lose In 'Curtain' Areas

While the Yank pleture industry is showing slight agns of progress on breaking into ground the progress on breaking into ground the progress of the progress o

### **Further Cost-Cutting Schemes Seen** On Agenda of Prexies' Miami Meet

Johnston Back in D.C.

Erle Johnston, Motion Picture
Asn. of America are slated to
hold a conclave in Mainim next
The Start Policy of the pine member
companies of the Motion Picture
Asn. of America are slated to
hold a conclave in Mainim next
These are slated to
hold a conclave in Mainim next
the start vacationing at his home
in Spokane ever the Christian
New Year holdays.
New Year holdays.
Piorida next
week for two days of meets with
company precise and is seheduled
to be on the Coast Jan. 20 to a selection
to be on the Coast Jan. 20 to a selection
to be on the Coast Jan. 20 to a selection
to be on the Coast Jan. 20 to a selection
to be on the Coast Jan. 20 to a selection
to be on the Coast Jan. 20 to a selection
to be on the Coast Jan. 20 to a selection
to be on the Coast Jan. 20 to a selection
to be on the Coast Jan. 20 to a selection
to be on the Coast Jan. 20 to a selection
to be on the Coast Jan. 20 to a selection
to be on the Coast Jan. 20 to a selection
to be on the Coast Jan. 20 to a selection
to be considerably close
to

Bewailing the cross-purposes of different elements of the film industry. Arthur: Lockwood, president of the film industry, Arthur: Lockwood, president of the film industry meeting be called to work out harmony among dissident factions. Lockwood issued his call him by the New England Variety club. "It seems to me," he said, what now is the time for all responsible industry leaders to sit when the control of t

#### Arnall Visits D.C.

Arnall Visits D.C.

Ellis Arnall, preo of the Socity of Independent Motion Picture Producers, checked in for a
few hours today (Tues.), accomNebenzal, for whom Arnall was
straightening out a European busness matter with the Government.
It was the second time in a week
that Arnall had come to D. C., and
met week in connection with the
Truman inauguration celebration.

#### Loew's Int'l May Help Finance Palestine Film: Metro Would Distribute

Interior Would Distribute
Low's International prez Arthur
M. Low may help finance the
forthcoming picture which director
Fred Zinneman plans to turn out
which the broadth Metro money intio "Search," Swiss-made film which
Zinneman directed. If the deal
goes through, Metro will automaticially assume worldwide distribution rights to the Palestinan film,
Metro, at Low's instiglation, re(Continued on page 18)

National Boxoffice Survey Bad Weather, H.O.'s Hurt Biz—'Paleface,' 'Words,' 'Married,' 'Pit,' 'Sky,' 'Hamlet,' 'By Night' Toppers

Married, "Pit, 'Sky,' [Hamlet,' By hight 'Toppers
Post-boliday dip, following a
mash New Year's week, is less "Red Shose" (EL) and "The Acsevere than anticipated this session, especially in view of weak is less "Red Shose" (EL) and "The Acsevere than anticipated this session, especially in view of weak
in their third weeks with
product which, of course, is desired
in their third weeks with
product which, of course, is desired
in their third weeks with
product which, of course, is desired
in their third weeks with
product which, of course, is desired
in their third weeks with
product which, of course, is desired
in their third weeks with
product which, of course, is desired
in the course of the course of the
intil dates, looks a money-maker
command Decision" (Mod.), duslited in the course of the
intil dates, looks a money-maker
intil aldets, looks a money-maker
intil aldets, looks a money-maker
intil date, week "Wake of Red Witch"
("Wh), on basis of three
intil aldets, looks a money-maker
intil aldets,

r	
s	W / TPILTV
S	VARIETY
11	Trade Mark Registered
k.	FOUNDED BY SIME SILVERNAN
ĸ į	Published Weekly by VARIETY, Inc.
1	Sid Silverman, President .
s	154 West 46th St., New York 19, N. T.
. 1	Hollywood 28
- 1	
- 31	Washington 4
	1292 National Press Building
- 1	Chicago 1
- 1	869 No. Michigan Ave.
- 1.	London WC3
- 11	# St. Martin's Pl., Trafalgar Sq.

Vol 173 INDEX

Chatter	
Film Reviews	8
House Reviews	56
Inside Legit	60
Inside Music	45
Inside Pictures	16
inside Radio	31
nside Television	35
International	15
Legitimate	57
literati	61
Music	42
New Acts	55
Night Club Reviews	52.
Obituarles	63
Orchestras	42
Pictures	3
Radio	20
Radio Reviews	22
Records	42
Frank Scully	61
l'elevision	26
relevision Reviews	30
Unit Review	55
Vaudeville	50

DAILY VARIETY
(Published in Hollywood by
Daily Variety, Ltd.)
#15 \* Year - \$10 Foreign ...

### Col. May Expand Outstanding Common By 148,329 Shares, Prospectus Shows

Possible expansion of Columbia's outstanding common stock capital ization by 148,329 shares was signalled this week when the company published a prospectus for the pro-posed issue. The current total of outstanding common amounts to

outstanding common amounts to 654,311 shares.

Of the block, some 70,935 shares are available to preferred stock-holders who have the right to experies warrants of these three, prospectus states, depends on these stockholders buring in at \$30 per share. Sale of the balance will mean no proceed to the company involves offering of shares by company officers obtained either through stock dividends to Plance warrants. Stock dividends to Flarry and Jack Cohn. cockley, which would be put on the block come to 25,746 shares. Balance of \$1,468 shares would be derived from the warrants.

Offered for sale would be 35,464

Offered for sale would be 35,404 hares in all by Harry Cohn. Jack John's block consists of 5,827 hares. Nate Spingold, ad-pub eepee, is offering 9,000 shares and be Montague, distribution veepee, 1977 shares.

Col's president is the biggest stockholder in the company, currently owning 143,895 shares or 22% of the total outstanding, Jack Cohn has 49,168 shares or 732% of the total.

one soniague, distribution veepee, 8,977 ahares.
Col's 'president is the biggest stockholder in the company, one to \$197.800. Jack Coin, 200. Veepee, was third with \$165, veepee, was third w

Monroe Greenthal agency pre-pared the ads, which were approv-ed by Goldwyn.

### PAR SPENDS 875G TO

PAR SPENDS 875G TO REGAIN 41,700 SHARES into a state of the control of the contro

the 789,233 still held by the com-pany.

Par has steadily built up its excivities on the N. Y. exchange excivities on the N. Y. exchange peak in December. Total of buy-ups in November came to 41,500 shares, the then top figure, while October's total was 40,500 shares. Stock acquisitions in September total to 32,500 shares, August to 22,200, and July to 31,000.

#### Acad Votes Jan. 20

Hollywood, Jan. 11:

Ballois for the 21st Osear Derby go out Jan. 20, with nine day over your over the control of the control

### uchman's 250G Tops Col. Wages; Harry Cohn 2d Buchman's 250G Harry Cohn 2d

### 10 Million on 'Army Army Emergency Relief re-

ceived almost \$10,000,000 from the

GEORGE GIVOT

Opening Jan. 19 CLUB BAGATELLE, New York

### Col. Reveals Plight of B's

Flight of the Fs which have grogressively lost their bo, pulling
power over the course of the last
few years, is amply demonstrated
in an unisual breakdown of negative years, is amply demonstrated
in an unisual breakdown of negative years, is amply demonstrated
in an unisual breakdown of negative years, is a proposed
tiss. Figures submitted by Columbia
in its new stock prospectiss. Figures submitted by Columbia
to device of the company. Col., of
profit to the company. Col., of
the chief producers of B's.

Most remarkable aspect of the
prospectus table submitted by Columbia is that B's dropped as profito the company. In 1944, for instance, Col's films budgeted at
500,000 or under brought in \$3.
the 1944 profit was \$4,933,000.
By the same token, the continued
b.o. strength of A's through the
Columbia breakdown. For Instance,
seven top pix in '44 earned \$9.262,
Following is the table submitted
by Columbia's the color of the company
for the color of the color of the color of the color of the
profit was \$4,933,000.

Following is the table submitted

Following is the table submitted by Columbia:

Year	67	Total Neg. Cost	Total Grossed -
1944-28	B's.	\$6,029,000	\$10,962,000
7	A's.	7.466,000	16,728,000
194531	B's.	5,407,000	9,803,000
. 8	A's.	9.281,000	18.825.000
1946 - 25	B's.	4.357.000	7.733,000
9	A's.	8,331,000	22.154.000
1947-24	B's.	4.739,000	7.733.000
		9,029,000	17,819,000
1948-19	B's.	3,675,000	No figure
. 5	A's.	9.010.000	No figure

#### Buchanan's Influence

DECIGIATES INITUENCE
Liberal travel leave plan aired
by Buchanan & Co., ad agency handling a number of film accounts,
inay develop into a trend among
the agencies. Number of Buchaording the plan with the idea of
following through with similar
leaves for their employees. Several have asked Buchanan for details on the scheme devised by
John Hertz, Jr., board chairman.

"The control of the control of the control
propers with five years' service are
ployees with five years' service are through-travel," all Buchanan em-ployees with five years' service are entitled to six-week's treks with pay and part expenses. Vacation is available at any time.

### 5½ Million Sliced by Warners From Backlog During 1947-48

### H'wood Charity Lags

Fourth Annual Appeal, the single charity collection agency of the film his 2022,000 and 100 are 100 ar

### H. M. Warner's \$182,300 Tops

Warner Brox: top-management salary nut for 1949 tilled slightly over 47 under the pressure of mandatory pay boosts in employment of the property of the salary pay to the previous semester. Biggest pay envelope went to Harry M. Warner, company previous typed was salared below with \$182,100 white third spot was shared by Benjamin Kalmengon, distribution vegations of the salary pay to the s

we veepee. Latter two each to the stressurer, was handed \$100. Stipends to other officers were \$1,800. Stipends to \$1,800. Sti

carisse, controller.
Five incumbent directors are up for re-election at the annual stockholders' meet, Feb. 18, in Wilmington. These are Carlisle, Friedman, Schneider, Charles S. Guggenheimer and Morris Wolf.

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

Neil Agnew Otis T. Bradley Charles Casanave Vitalis Chalif Vitalis Chalif
J. Cheever Cowdin
Cy Feuer
David Golding
Hal Horne
Anne Jeffreys
Arthur W. Kelly
Howard Le Sleur
Harry Levine
Jules Levey
Dan Michalove
E. C. Mills
Harry Muller E. C. Mills
Harry Muller
Paul O'Brien
A. J. O'Keefe
William A. Scully
Gradwell Sears
Charles Schwartz
Harold Weill
Paul White

Europe to N. Y. A. V. Coton

A. V. Coton

Mylliam Dieterle

Myra Hess
Sid Hyams

William J. Kupper

Charles Laughton

Benño Moiseiwitch

Lack Segal Jack Segal Francis L. Sullivan

### Col. Shows Americans' Big Foreign Rally

Tremendous rally scored by the American film business in foreign countries other than England following the end of the war is demonstrated in a prospectus issued by Columbia this week. Detailed breakdown by Columbia of the sources for its film rentals for the past five years shows a resurgence of overseas business which drove up the total of Col's take to an all-time high from beyond-the-border markets. At the same time, the British market, before the Anglo-American film

	ict, showed a consi	'44	the five years despi	'46	'47	. S. armed forces.
	Domestic	\$23,479,000	\$22,677,000	\$30,091,000	\$28,457,000	\$28,718,000
	Canada	1,263,000	1,329,000	1.538,000	1.671.000	1.703.000
	England	7,847,000	7,329,000	7,427,000	7.311.000	6.112.000
-	Other foreign	4,512,000	4,848,000	7,951,000	10,494,000	9.160,000
	Other rev	871,000	891,000	842,000	899,000	1,206,000
	Total	\$37,972,000	\$37,074,000	\$47,849,000	\$48,832,000	\$46,899,000

trom Backlog Juring 1344-48

The big push currently being staged by the majors to cut top-heavy. film inventories amassed over the complete of \$225,006, or 20% of the case of Warner Bros. Reversing push industry, reports a top-discovery of the case of Warner Bros. Reversing the complete of \$225,006, or 20% of the case of Warner Bros. Reversing the complete of \$225,006, or 20% of the case of Warner Bros. Reversing the complete of the case of Warner Bros. Reversing the complete of the case of Warner Bros. Reversing the complete of the case of Warner Bros. Reversing the case of Warner Bros. Bros. Top-management and the close of Bosal '47'. Stilling decrease in Investion Warner Bros. Reversing the case of Warner Bros. Reversing the particular than the close of Bros. Warner St. Blagest. bite into inventory was a particular to the case of Warner Bros. Reversing the case of Warner Bros. Reversing the particular than the close of Bros. Warner Bros. Reversing the case of Warner Bros. Reversing the particular than the close of Bros. Warner Bros. Reversing the case of Warner Bros. Reversing the particular than the close of Bros. Warner Bros. Reversing the particular than the close of Bros. Warner Bros. Reversing the case of Warner Bros. Reversing the particular than the close of Bros. Warner Bros. Reversing the particular than the close of Bros. Warner Bros. Reversing the particular than the close of Bro

### Albert Warner Buys 300 WB Common:

held in a trust.

In three separate transactions, Jack Cohn unloaded 2,000 shares of Columbia bix no par common has 20,157 in the trust account, and owns another 49,168 shares. Jack Kapp, of Decca Records, added 1,000 shares to his holdings of Decca 50c common and now has 44,660.

44,560.

In three sales, Earle G. Hings got rid of 600 shares of General Precision Equipment, leaving himself with 500 shares. Loew's, Inc. still quietly picking up odd lois of Loew's Boston Theatres' \$25 par common, managed to buy another 458 shares during the month. The (Continued on page 19)

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

Irene Agay Jean Arthur Max Alexander Carlton Alsop Joseph Bernhard Eddie Bracken Irving Brech Bill Burton Bill Burton
John Claar
Nat Cohen
Helen Colton
Melvyn Dougla
William Elliott
Martin Field
Gene Fowler
W. R. Frank Jacques Grimeff Sidney Kornheiser Arthur Kurlan Jack Lait Jack Lait
Robert L. Lippert
Frank Loesser
Tony Martin
John Payne
William Pine
Eleanor Powell
Brian Roper
Steve Sekely
Irene M. Selznick
William Senecer William Spencer James Stewart William Thomas

N. Y. to Europe Jack Buchanan Robert J. Engler Lee Ephraim Paul Graetz Paul Graetz
Alan Gundelfinger
Kay Harrison
Henry Hathaway
Louis Lighton
Lauritz Melchior
Adele Dixon
Abe Steinberg
Ramon Vinay

# MILDISH B. O. AFTER ROADSH

### Roadshow Pix Grosses

Following is a summary of domestic (U.S. and Canada) rentals

followed by regular	runs, during the	past two years:	Maria Cara
	Roadshow Run	Regular Run	Total
"Best Years"	\$7,670,000	\$2,500,000	\$10,170,000
"Duel in Sun"	6,500,000	2,200,000	8,700,000
"Unconquered"	2,000,000	3,250,000	5,250,000
"Forever Amber" .	3,800,000	1.250,000	5.050.000
"Life With Father"	800,000	2,500,000	3,300,000
	e20 700 000	£11 700 000	end 470 000

### **Top Company Execs to Decide Fate** Of MPEA in Foreign Territories

Conclive of top-line major compary exces will be held in New
York next Monday (17) to determine the fate of the Motion Picture Export Assan included in the Motion of the Motion of the Motion of the Motion serves. It is expected that
MPEA will be continued in all areas with the possible exception of Austria and the Netherlands
AMPEA has separate contracts with 10 companies (the eight majors plus Republic and MonogramAllied Artists) for each of the tertory vote will be taken at - next week's session to determine in which ones the companies wish to continue MPEA operation.

MPEA operation.

MPEA operation.

MPEA operation.

May and the companies wish to continue MPEA operation.

May and the end of August Renewals it is expected, will also be
medically an expected of the tertimes, all between the beginning of the MPEA that it will not remew. If any other major deededs to pull out in any territory, it is a
micipated that the size will be 
wants to give its major competitors and continued on page 19)

(Continued on page 19)

#### · 'Snake Pit' Strong In Smaller Cities. Allaying Fox Fears

Allaying Fox Fears

Excess at 20th-Fox, who had been
andously awaiting returns from a
group of post-Christmas openings
of "Snake Pit." were breathing
of "Snake Pit." were breathing
which previously had highly successful engagements in New York
and Chicago, proved almost asstrong in snailer towns.

Story of a demented woman's
strong in snailer towns.

Story of a demented woman's
strong in snailer towns.

Story of a demented woman's
tong in the story of the story of the
strong in the story of the story of the
story of a demented woman's
tong in the story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the story of the
story of the
story of the story of the
story of the story of the
story of the
story of the story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story of the
story o

Agreement."
"Snake Pit" winds up its 10th
week at the Rivoil, N. Y., today
(Wednesday), and holds indef. It
will end a run of nine weeks and
one day at the Garrick, Chicago,
one day at the Garrick, Chicago,
and the Continued on the Continued on the Continued on page 18)
(Continued on page 18)

### METRO EXECS TO HEAD WEST FOR SCREENINGS

WEDJ FUR SCREENING.

Group of Merro's top-level homoffice exces will head west early in
February to sit in at the company's
six-day advance screenings of new
Hot product. Speeded to be on
Not product. Speeded to be on
Not product. Speeded to be on
Hot product. Speeded to be
Hot product. Speeded to

Richard A. Harp-Zoellner. Meets start Feb. 6,

### Giannini Eyes N. Y.

Bernard Giannini, v.p. of the Bank of America, in charge of film loans, is in New York from Los Angeles this week for confabs with distribution execs and Manhattan

distribution exces and Manhattan bankers.
Giannin! is having a general looksee at the state of the industry from the distribution viewpoint. His conclusions at the end of the visit may determine Bank of Amer-tal of the state of the state of the visit may determine Bank of Amer-les to the producers. It is one of the few institutions still making such advances, but has consider-ably stiffened its terms recently.

### **Negotiations Off Again Between** Selznick-EL

On-sgain-off-again negotiations between David O. Setznick and Eagle Lion reportedly are in the Grant of the Control of the Con

#### **RKO SEEKS 90 DAYS** ON DECREE DEADLINE

RKO is asking for a 90-day extension of the consent decree deadline set for obtaining stockholder approval of the theatre-divorce-ment proposal. Application has been filed by the company with the N. Y. federal district court. Gov-ernment acquiescence to the move is expected.

### 5 FILMS SLIP IN REGULAR RUNS

One of the exhibition phenomena of 1948 was the comparatively poor grosses scored on their regular runs by the five films released on an upped-admission, roadshow policy during the previous year. The quintet got an aggregate of about \$6,000,000 less in: their regular angegments tham had been anticipated to the comparative films of the comparati

pated.
Considerable significance is seen by distribe in the disappointing returns. They indicate that the milk-turns that the property of the potential income than was thought. It is a point to which sales chiefs will give plenty of thought in the future before deciding on a road-slow policy.

show policy.

However, also an important item
of consideration, despite the fact
that the pix didn't do as well as
anticipated, is that they did count,
in their combined roadshow and
regular-r.lease, for total domestic
revenues of \$32,470,000-a whopping figure no matter how you look
at it.

ping figure no matter how you look at it...

GOUR Lives" and David O. Sensick's "Duel in the Sun," which teed off the roadshow sweepstakes in 1947, came nearest to anticipation of the sense of the sen

(Continued on page 16)

### **Hughes Reported** Closing N.Y. Office

Howard Hughes is reported closing his New York office. Harry
Gold, his sales chief, it is underGold, his sales chief, it is underthe work of the sales of the contensing under his contract Ale
Moss, Hughes' press chief, has
been given his notice as of Feb. 1;
"Gold, who left a division salesmanagership at United Artists
three years ago to head sales opersales for Hughes at 23.501 weeks.

When the sales of the contract of the film, however, since it is his
more dates are being accepted on
the film, however, since it is his
more dates are being accepted to
the film, however, since it is his
more dates are film in release, so
do in recent months.

UA is tensitatively committed to
turn back to the producer. Hughes'
do in recent months.

Hughes' decision to shutter
Gold's operation in supervising
some months ago of the controlling interest in RKO. He plans to
constant on page 109

(Continued on page 10)

### (Continued on page 18) Wick Exits Selznick

Sexpected.

Original date set by the decree for stockholder okay was Feb. 6. Treemedous computations have been required in preparation of week to handle bit affairs of his vision has been found insufficient. No stockholder meeting can be called until the proxies are malled package ready for marketing. Two to stockholders and time is alled to the proximal proxim

### No Cheerful Earful for UA Owners At Next Week's Conclave With Board

### J. Schenck in N.Y. **Talks on Theatre Partner Splitups**

Partner Splitus.

United Artists Theatre Circuit's multiple itsugs with major companies, which must be cut under the Government anti-trust decision, are coming in for discussions; and the companies of the compa

#### E. C. MILLS PLANS TO RESIGN FROM UA BD.

Edwin Claude Mills will resign United Artists at the annual meeting of company stockholders on the Coast next week. Reason is Mills' plan to move his home permanent-ly from New York to Hollywood about Feb. 1.

about Feb. 1.
There's a possibility that Mills' resignation will not be accepted, but that UA partner Charles Chaplin, whom he reps on the board, will make arrangements for him to commute from the Coast to the board meetings in New York. Otherwise, a new director will be elected in Mills' place.

ed in Mills' place.

Mills, longtime general manager
of the American Society of Composers, Authors and Publishers and
active in show bit for four decades,
plans to build a house on the Coast
and take it easy. He and his wife
are going to drive west in easy
stages.

Horne With MPSC?

Hal Horne, former 20th-Fox publication of the Marker o

ble as that.

Subcommittee was named by the board to look into UA's assets and devise methods of using them to obtain the financing needed. It has obtain the financing needed. It has obtain the financing needed. It has obtained to the control of the thind the so of which will lake so of which will hake leaves no doubt that Chaplin and Miss Pickford must be ready to make these satisfacts of the plans outlined in Continued on need 10.

(Continued on page 19)

### Yanks Decide to Wait **Out Pic Restrictions** By Brazilian Govt.

by Brazillan boyr.

Shift in the strategy of batting the film restrictions imposed on American pix by the Brazillan government was executed this week by panies have decided to take no further steps but to wait out a suden insurrection against the incensing restrictions now being the particular of the property of the

as a protection to native theatremen.

Brazilian exhibs, after serving
notice on the government that the
taboos were unacceptable, are now
notice on the government that the
taboos were unacceptable, are now
ficial for the Motion Planch
ficials for their lifting, Meanwhile,
compromise made by Gerald Mayer,
official for the Motion Planch
Assn. of America, has been abanficials for their Motion Planch
Bio exhibs are objecting to the
regulations imposed by the Bracalian Price Control commission
on the ground that they represent unvarranted government interferposing a 40% ceiling on percenposing a 40% ceiling on percenposing a maximum generally means
that the top price becomes the acwhile the battle goes on in Rio,
Yank distribs are withholding all
further film shipments to Brazil.
Expl additional ways and the government, however, is still expected.

### SUE FOR 150G, CHARGE FILM APPROPRIATED

Fillill AIT FAU INTALLUM
Charging the film, "Sarumbas,"
was lifted from him, George Quigley and Century Productions have,
filed a \$150,000 still in N. Y. supreme court against Mereury Film
Laboratories, Eastern Sound Studon, Harry Darriger and Astor
don, Harry Darriger and Astor
don, Harry Darriger and Astor
moved for dismissal, claiming the
plaintiffs had no cause for action,
According to Eastern Sound
According to Eastern Sound ad in Mills longtime general manager of the American Society of Composers, Authors and Publishers and Land Society of Composers, Authors and Publishers and take it easy. He and his value are going to drive west in easy stages.

Mills longtime general manager of the Mills left. New York yesterday and take it easy. He and his wide week in easy stages.

Mills longtime general manager of the Mills had no cause for action for the Mills and then sent negative and take it easy. He and his wide week in easy sold a stage of the Mills left New York yesterday at public auction on Feb. 9, 19th to Eastern for an undisclosed sum. The Mills longtime in the stockhold to the stage of the Mills longtime in the stockhold to the Mills longtime in the stockhold to the stage of the Mills longtime in the stage of the Mills longtime in the Mills lo

# 4-STATE, 150-THEATR LAUNCHES WALT DISN

From the heart of America to America's heart comes "So Dear To My Heart", Walt Disney's miracle merger of warm, living drama and joyous cartoon—a real "story-telling story" that gleams and glows with tenderness, laughter and tears to delight all of all ages, who know and remember the miracle of youth.

Climaxing a phenomenal campaign of magazine and newspaper advertising, exploitation, network radio and music promotion, "So Dear To My Heart" comes to America's heart January 19th in an unprecedented 150-theatre premiere in Ohio, Indiana, Kentucky and West Virginia.



"Stands at the head of the class! Potent fare! A must for kids and adults alike! A first rate job of story telling! Plenty of laughs, suspense and melodrama!"

—VARIETY

—VARIETY

"Rating: Excellent! Fundamental entertainment... fine, heart-warming diversion for all kinds and classes of people! A rare experience!"

- MOTION PICTURE HERALD

"Will delight the young-in-heart of all ages! Eyefilling Technicolor ... acted with verve by an endearing cast ... magical flights of carbon fancy!" — MOTION PICTURE DAILY

"Amply endowed to join the long line of distinguished Walt Disney predecessors and corve itself a noteworthy place among them as concerns popularity and profits!"

— BOXOFFICE

— BOXOFFICE

# E WORLD PREMIERE EY'S GREAT NEW HIT!



# WALT DISNEYS SO DEAR TO MY HEART

STARRING

BURL IVES - BEULAH BONDI HARRY CAREY - LUANA PATTEN OND BOBBY DRISCOLL



READER'S DIGEST brought it to their 32,000,000 readers!



@w.o.R

FEATURING THAT "DILLY-DILLY" SONG "LAVENDER BLUE" (DILLY-DILLY)

and

"SO DEAR TO MY HEART" • "IT'S WATCHA DO WITH WATCHA GOT"
"STICK-TO-IT-IVITY" • "COUNTY FAIR"

Directed by HAROLD SCHUSTER • Screen Play by John Tucker Battle Adaptation by Maurice Rapf and Ted Sears • From the Story by Sterling North Released through RKO RADIO\_PICTURES, INC.

### TRADE RAVES:

"A rare opportunity for exhibitors to sell a clean, wholesome show! The need for such an attraction has long been evident!"

- HOLLYWOOD REPORTER

"Can't miss at any run, small or large, big-city or small town! Disney's reputation, plus splendid word-of-mouth bound to make it a big grosser!"

- SHOWMEN'S TRADE REVIEW

"A constant delight! Walt Disney has again furned out another roundly good entertainment for the young-in-heart . . . rich and warm!"

- FILM DAILY

"A must for the seniors as well as the kids! Plenty of laughs, suspense and good old-fashioned melodrama! Stands right up in front of Walt Disney's list!"

— DAILY VARIETY

### Criss Cross Universal-international release of the control of t 99. Running time, 87 Burt Lancaster Younn'd De Cartos Stephen McMally Richard Long Eay Morales Percy Hollon Alan Najen Meg Randul John Doucette Mare Krah James Other Mills John John Bunes John John James Other James Other James Other James Other James Other John Shins Miller

"Criss Cross" is a Burt Lancester thriller in the same brash, exter thriller in the same brash, ex"Brute Force" and "The Killers,"
in which Lancaster also stard
Force and "The Killers,"
in which Lancaster also stard
Force and "The Killers,"
in which Lancaster also stard
Force and "The Killers,"
in which Lancaster also stard
Force and Force and Force
Force and Force
Force and Force
Force and Force
Granted tile in the groove of the
gangster, cycle, "Criss Cross, monssembled and acted that the picture's inherent entertainment valuses are sufficient to offset any possembled and acted that the picture's inherent entertainment val"just unother cops in 'robbert'
entry. Lancaster's name as a manquee dressing is additional ba. Insurrow."

and a spectrarve comments the control of the contro

#### I Cheated the Law

I Cheaned the Law
Deltywood, Jan. 8.
20th-Fox rebase of Sum herveit: effect
Flow Brown of Sum herveit
Flow Brown of Sum herv

"I Cheated the Law" will attract only a minimum of attention, even in the lesser secondary bookings for which it is fated. Film is over-

"delodramatics are dully projected under Edward L. Cahn's slowly
paced direction, and the story, despite several fairly interesting
premise that makes following
events strain at credence. Dialog
events is train at credence. Dialog
events is to be proceed to
events in the composition of the credence
events in the credence of the credence of the credence
events in the credence of the

#### Miniature Reviews

"Criss Cross" (U-I), Exciting Burt Lancaster thriller; surefire grosser.

"I Cheated the Law" (20th).
Dull melodrama for secondary

Dull melodrams for secondary bookings.
"William Comes To Town" (UA). British schoolboy pic of limited draw.
"Shep Comes Home" (SG). Boy-and-dog theme lifts this into money class for dual mar-ket.

into money class for dual mar-"W a raing To Wantons"

"W a raing To Wantons"

(GFD) British romantic

drams of mild draw.

"The Last Stop" (Polish)

(Indie). Horrors of Auschutz

concentration camp is background for resistance meller;

limited appeal.

"Once a 7019 Swagman"

"Once a 7019 Swagman aring thriller.

saves Steve Brodie from a murder rap. After winning the case, Brodie tells him how he was tricked then starts an odyssey to bring Brodie to Justice for another killing, but the meandering movement of script and direction dull interests.

or script and direction dull inter-est.

Sam Baerwitz' production gives the picture okay physical dressing as a background for his original story. Lensing and other technical credits are standard. Brog.

#### William Comes to Town (BRITISH) London, Jan. 1

UA release of Diadem Film-John R.
Sloane production. Features William
Graham, Garry Marsh, Jane Welsh, A. E.
Matthews. Directed by Val Guest. Screen-
play by Guest: camera Bert Mason. At .
Pavilion, London, Running time, \$6 MINS.
William
Mr. Brown
Mrs. Brown Jane Welsh
Robert Hugh Cross
Ethel Kathleen Stuart
Emily
Minister A. E. Matthews
Henry Brian Weske
DouglasJames Crabbe
GingerBrlan Roper
Tuesday and all stome of a

Inconsequential story of the control property of the c

of PCO Comes Home

Hollywood, Jan. 8.

Screen Guld release of Robert L. Lip.

Free Comes Guld release of Robert

wood, Dec. 29. 48, Ranning ilmes, 46

Robert Lowery
Billy Kimbley

A. Plame the beg

A. Margia Dean

Margia Dean

Sheldon Leonard

Michael Whalen

Farrell MacDonald

Frank Jenks

Fleming Edna Holland

Fank William

Frank Jenks

Feming Edna Holland

author

Ben Erway

"Shep Comes Home" Is a followto "My Dog Shep," one of
to "My Dog Shep," one of
to "My Dog Shep," one of
to "My Dog Shep," one of
the shep of the shep of the shep of
the shep of the shep of the shep of
the shep of the shep of
the shep of the shep of
the shep of the shep of
the shep of the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the shep of
the she

Sidney Hayres; frame supervisor, Genffey,
Eric Grry, Irmaperson; projector,
Charles Jadfol Al Ofeon, Lecceter
Charles Jadfol Al Ofeon, Lecceter
Line, 144 MINS.
Line, 144 MINS.
Copit Max. David Foundation
Copit Max. David Foundation
Copit Max. David Foundation
Foundation
Line, 144 MINS.
Mins.
Line, 144 MINS.
Mins.
Line, 144 MINS.
Mins.
Line, 144 MINS.
Mins.
Line, 144 Kelly
Bercoard de Jammes. Eller, Deliver
Mins.
Line, 144 MINS.

learner Louis Peel Varies Free Louis Landson Franch Control of the Control of the

limitations of the serpt mace unia, doubtful starter for American
audiences.
It doubtful starter for American
audiences.
It doubtful starter for American
audiences.
It doubtful starter for a starter
on a 17-year-old girl who escapes
from a convent school and steps atchenits a count, dazzler his son and
inturiates his daughter-hi-aw, but
eventually foreswears the riches
they can ofter and goes off with a

Plot itself is light, and inconsequential but with a more poisined
script it might have been a schulextra the starter for the starter
vernon, in the femme lead, really
captures the spirit of the themol
and comes to life. Nother Harold
Tomilison as his erring son, appear happy in their parts and Sonia
Hoim tends to overdo the jealous
out of the way.

The Last Step

#### The Last Stop Times Film release of Wands Jaku-

Directed by M. Walnberger, Screenplay
Wanda Jakubowska, Gerda Schnelder,
camera, B. Monastyrski; music, R. Pale
ster. Previewed in N. Y., Jan. 6, '48
Running time 07 MINS
Running time, 97 MINS. Michele
Helene W. Bartown
Eugenie T. Gorecka
Anna A. Gorecka
Nadia M. Winogradowa
Marthe B. Drapinski
Agnes B. Fijewski
Superintendent A. Slasks
Elsa
Lala H Drobocks

Siles. "Research and the second of the secon

#### Symphony of Life (Color-Music) (RUSSIAN)

(RUSSIAN)
Artkino release of Mesiña production.
Stars Vladimir Druzhnikov, Marina Jadimina riestures Boria Andreya, Vena Vasdimina riestures Boria Andreya, Vena Vasdimina riestures Boria Andreya, Vena Vasplay, Engene Femischikov, Nicolal Rochgovern mass, Nicolal Rochgovern mass, Nicolal Rochgovern mass, Nicolal RochBoria, Marina Rock, Marina
Bec, 22, 46, Running time, 102 MINR,
Northe Mallinian Marina Londinius
Vakov Birnak
Soria Andreyav
Kapitolina Meria Soria Andreyav
Korney Serge Kallinia
Kapitolina Heiena Savitakaya
Boria Glenche Vuledimir Zeidin

(In Russian: English Tiles) With better editing, the Russian-made "Symphony of Life" might transcend language audiences and nd gives an increasine start to the market and mance.

Sheldon Leonard and Michael and an and worth and an and worth and an and worth and and worth and an answering light demands made whaten are the bankrobbers who the Richard G. Rubber script. For expured by boy, with dorn as well. Film some sawell. Film seems with folk on. Conway is the attempt who isstance.

A Place of One's Own A Place of One's Own," J.
Arthur Rank production being tradeshown in New York
today (Wed.), was reviewed
by VARIETY in London May
23,1945.
Pic, starring James Mason
and Margaret Lockwood, was
tabbed by VARIETY's reviewer
as a "mild" bet for the U. S.

wide appeal. However, a choppy editing job makes it apparent that the opus has been cut down to be supported by the control of the control of

he's found his place with his people.

Film is dotted with some good
concert hall sequences that will
cause of comparative light tone of
cause of comparative light tone of
walls selected.

Vladimir Drumhikov sives a
while Marine Laddinia shows up
passably as his love interest.
There's a subordinate romance
there's a subordinate romance
there's a subordinate romance
there's a subordinate romance
value of the control of the
harm and hume. Andreyer playling a buddreer and Miss Yassib;
long a buddreer and Miss Yassib;
long a buddreer and Miss Yassib
long a buddreer and will be the
moments. Ivan Piriev's direction
have been the fault of the deliver,
have been the fault of the deliver.

### Once a Jolly Swagman (BRITISH) GFD release of J. Arthur Rank-Wessex production. Stars Dirk Bogarde, Bonar College, Benee Asherson. Directed by Milliam Rose and Lee, from novel by Montpour States additional 10.000 pt. 1000 p

	additional dlalog by Cliff Gordon,
	Bill Fox Dirk Bogarde Tommy Possey Bonar Colleano
•	Tommy Possey Boner Collegno
	Pat Renee Asherson Ma Fox Thora Hird Pa Fox James Hayter
	Ma Fox Thora Hird
١	Pa Fox James Heyten
	Duggie Cyril Cusack

Speedway racing forms the ac-tion background for "Once a Jolly Swagman," and the subject is rich in spills and thrills. Although main-land, story the spills are to the first half, story the spills are to the in the last few reels, but with careful pruing it should make a useful attraction for American exhibs,

### H'wood Sells Self Effectively Via Series of Shorts

By HERB GOLDEN

By HERB GOLDEN
First four of the six shorts which
the film industry will release durthe American public were unveiled for the press Monday (10).
They proved to be highly-entertainshould be happy to have on his
secens. On the other hand, the
series on entertainment stouch
section of the six of the six of the
white the films will serve their
public relations function as fully
The quartet was "Let's Go to the

is they might.

The quartet was "Left's Go to the Movies," produced by RKO, which is a generalized view of the industrial of the produced by RKO, which was a great produced by Warten and You," produced by Warten and You," Produced by Warten and Four, "Movies Are Adventure," produced by Universal, to the produced by Universal, to the produced by Universal, to the produced by Dull-Pox, to show the function that the produced by Dull-Pox, to show the function of the produced by Dull-Pox, to show the function of the produced by Dull-Pox, to show the function of the produced by Dull-Pox, to show the function of the produced by Dull-Pox, to show the function of the produced by Dull-Pox, to show the function of the produced by Dull-Pox, to show the function of the produced by Dull-Pox, to show the function of the produced by Dull-Pox, to show the function of the produced by Dull-Pox, to show the produced by Dull-Pox, t

by 2010-Fex, to show the function
The two additional pix to be released in this year's series are
The Screen Director' and "Films
Go to Markel." Script are now
initiate subjects is distributed by
the company that makes it. The
minute subjects is distributed by
the company that makes it. The
prices, with the profits providing
a revolving fund for further films.
Motion Felicure Asan. of America
Motion Felicure Asan. of America
perimentation in getting desired
seripts and finished product was so
great good the initiate quartet that
From an entertainment and tech-

the 75G and more was used up.
From an entertainment and technical point of view, all the jix shown this week are beyond reproach. They draw heavily on past—going back to "The Great
Train Robbery" and beyond—and re highly enlyowhe as pure nostiglia, if nothing else. Modernday picture references are pretly objected in the world of the proplugging. Perhaps the film industry might

much absent to avoid charges of plugging.
Perhaps itself in in indury might perhaps the self of the plants of the

ry, the pic takes off on a flight of lancy through another flock of flims of the past. The result of a ping into some detail on the function of this past of the past. The past of the pas cardid part law receits, but this cardid part law received the property of the country control to the following and the control to the contro

### IA. Majors Both Now Optimistic On Exchange Workers' Contract

Uni LACLIGHISE
Exactly duplicating the pattern of last year's contract talks, reps of the pattern of last year's contract talks, reps of the pattern of last properties of the pattern of

Detrib reg made the first move to resume talks last beek after throw to resume talks last beek after the negotiators moved to call in L. A. Stone, of the U. S. Medistion L. A. Stone, of the U. S. Medistion the dispute. Before Stone stepped into the case, however, the companies asked for one more meeting anneal state of the dispute. Before Stone stepped into the case, however, the companies action of the dispute. Before Stone stepped into the case, however, the companies action of the dispute the companies of the stone o

sign his and agreement without quittide helphat negotlating meelings, although
it's understool 12s demands of ra
15% his and 37½-hour week will
be platcher negotlating committee
complese Clarence Hill, 20th-76x,
chairman, Pet Scollard, Penal Condens,
hat negotlating committee
complese Clarence Hill, 20th-76x,
chairman, Pet Scollard, Penal Condens,
hat many particles and the second of the second condens of the sec

#### Popcorn Saluted

Popcorn Jaluted
David A. Smart, board
chairman of Esquire mag corporation, which owns a major
interest in the Alliance theathe chain in the midwest; said
last week that 1948 was the
best year the 80-house circuit
ever had, it was popcorn, not
pictures, however, which
turned in the profit, he declared.

clared.

He asserted that the filmeries had never sold more popcorn than during last year, the
crunch - crunch accounting for
one-third of the circuit's net
income.

### Chemical Bank **Stiffens Terms** For Financing

### Kamen's New Pact As

Disney's Mdse. Rep Disney s mass. Kep New seven-year contract with Kay Kamen to handle merchandis-ing product was inked by Wait Disney Productions in September, 1948, latter's financial report dis-closes. Pact calls for Kamen's ex-clusive services on a straight com-mission basis.

mission basis,

'Kamen has been repping Disney since 1932. His job is to negotiate licensing contracts with manufac-turers who pay royalties on either quantity or dollar value of goods.

### Disney's Net Loss of \$39,038

After reserving 5,230,000 for expected reserving 5,230,000 for expected reserving 5,230,000 for expected reserving filter for the first part of the first pa

against \$4,385,555 in the previous stanz.

\*\*Lincolous of that Disney\*\*

Brown of blocked funds in foreign countries amounted to over \$850,000 at present exchange rates. Not previous the contract covering publication of our part of the countries of the countrie

#### Kinzler Severs Tie With Fox Ad Acct. In Schlaifer Snag

In Schlaifer Snag
Charles Schlaifer, who well vitacourt next June, and Morris Rinler, who has served as 20th's account next June, and Morris Rinler, who has served as 20th's account exe for the past 12 years,
have been unable to come to terms
on a deal to join forces. Kinder
with Danie of the past 12 years,
have been unable to come to terms
on a deal to join forces. Kinder
with Danie of the past 12 years,
have been unable to come to terms
you have been unable to come to terms
Schlaifer, who retires as publicity-advertising chief of 20th at
the end of this month, is planning
to open his own agency to service
the account. He is being succeeded
the account. He is being succeeded
feld.
Kinzier, who has controlled the

as pub-ad chief by Charles Einbillion who has controlled the
20th account through the regimes
of four pub-ad minagers, has servjeed it through the Kaylon-Spiero
agency. He and Schhalfer have
been in protracted negotiations on
advertising through KS or an
agency they'd set up jointly
Schhalfer is also reported to have
been in contact with other agencies
on the possibility of servicing the
understood to have decided on his
own setup:

account through the management of the management

### ALLIED BD.'S FEB. MEET Washington, Jan. 11. Annual meeting of the board of directors and executive committee of the Allied States Assn. of Exhibitors will be held here Feb.

The indic operators will elect of-ficers and work on business devel-oped since the recent New Orleans

### Emergency Exhibs' Meet in N. Y. Seen 1st Step in Nat'l Tax Drive

Govt.-RKO Swap

Govt.-RKO Swap
Something new in the way
of a Government-private company deal has been engineered
between the U.S. State Dept,
and RKO-Pathe. The duo have
agreed to swap distribution
ritchts to the State Dept.'s
"Blue Ribbon." a two-reeler on
the HI club, have been granted to RKO-Pathe. In return
for which RKO has granted
the Government forsign ristlate
ditto." Bouter Wilhout Banditto."

dite"

RKO has changed the title
of "Ribbon" to "County Fair"
and is Including it in its "This
Is America" series. Border,"
made several years back, was also part of that series. State
will handle "Border" oversees
as part of its informational
services. All revenues are
to be retained by the distrib.

### Yank Filming In Mexico Set With **Local Financing**

Group of Mexican businessmen, represented in the U. S. by Million Gladatone, are reported advancing financing for a number of films to be made at the Churubusco studios be made at the Churubusco studios have the constant of the Cost assembling packages for production under the plan. Monte Proser, operator of the Copacabana nitery, N. Y., and a former production associate of Batchelor, is also indicated the constant of the Cost assemble for filming under the deal.

Pix will be moderate budgeters

assembles a please for inlining place of the Pix will be moderate budgeters in English, designed primarily for the U.S. market. Initial package being assembled by Batchelor is a being assembled by Batchelor is a common with the place of th

ago in Production of ... Openceman.
Also talking plans for production with the Mexican financing is
Use producer Jules Levey. His idea
is to use the Mexican terrain for
a series of westerns, similar to the
Gladstone is keeping under core,
the monikers of the Mex moneymen, but says they have never been
influ production before. Churubusco studies, a firstrake, modern
lot, is half-womed by iRKO.

#### 1-MIN. SEQUENCES OF OSCARED PIX AT AWARDS

Radio City Music Hall's audience will see one-minute sequence of pix which won the New York Film which won the New York Film Critics awards when the prizes are handed out on the M. H. stage Fri-day night, Jan. 21. Critics are arranging for brief sequences from Warner Bros. "Treasure of Sierra Madre." Mayer-Burstyn's "Paisan" and other films which they ac-coladed.

soluted.

This marks the first time that the Rockereller showcase has participated in such an event. It accesses to the such as the such a

from Rome,

Thomas M. Pryor, of the New York Times, chairman of the critics' group, will make the pres-jentations.

Calling of an emergency exhibs meet in New York this week on the New York this week on the Calling of the Calli

### WB Prod. Halts. Writers Toil On

Windup of abouting on "Task Force," dtop of wartine devastation, resulted in the fitting of more employees on the Warner lot, estimated at several hundred. Studies gone into hibernation for an action of the second of the secon

#### Goldman Takes Action To Force Prods. To **Drop Philly Theatres**

Drop Philly Theatres

Philadelphia, Jan. 11.

Action force Warner Bros.
and other the Control of the Control of



In the first three openings since its sensational current World Premiere engagement in New York, "Joan of Arc" strides forth as the mightiest of all boxoffice attractions! In LOS ANGELES, standaut crowds are straining the Palace (continuous performances) and the Beverly (reserved seats)! In NEW ORLEANS, a first week record that had stood for 27 years at the Orpheum was smashed to bits! In PHILADELPHIA, the Karlton is doing business that wasn't even believed possible! In NEW YORK, the terrific record-making pace continues at the Victoria (9th week, continuous performances) and at the Fulton (4th week, reserved seats)!

# JOAN OF ARC Starring INGRID BERGMAN

A VICTOR FLEMING PRODUCTION COLOR BY TECHNICOLOR . CAST OF THOUSANDS

with JOSE FERRER
FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND • SHEPPERD STRUDWICK
HURD HATFIELD • GENE LOCKHART • JOHN EMERY • GEORGE COULOURIS
JOHN IRELAND and CECIL KELLAWAY

based upon the Stage play 'Joan of Lorraine' by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT
art direction by RICHARD'DAY - director of photography JOSEPH VALENTINE A.S.C.

Produced by WALTER WANGER Directed by VICTOR FLEMING

presented by SIERRA PICTURES, Inc. . released by RKO RADIO PICTURES

# Chi Biz Holds Oke; 'Accused'-Carson Revue Strong at \$60,000, 'By Night' Bright 23G, 'Unfaithfully' Fine 20G

Chicago, Jan. 11.

Expected after New Year's slump it pop bounding is not as great and the property of the pro

"Intatubble trin \$50,000.
In second frame, "Blood on the Moon" shapeh betty \$17,000. "You foot a Six Happy" at Palace is only uses \$15,000 as own of more transparent briefs at \$15,000, also first holdower week.
"Three Museteners" plus Thee Suns and Vivian Blaim of the Suns of the Su

Estimates for This Week

Estimates for This Week Apolle (8&K) (1,400; 8; 12.0-82.40) "Hamlet" (IU) (7th wk): 515.000 Last week, \$21.000. Chicago (8&K) (3,900; 50-98)— "Accused" (Pari with Jack Carson \$60,000 or near. Last week, "Pale-ace" (Par) with Billy DeWolfe heading stage bill (2d wk), gigantic \$75,000.

headings stage oil: Let wer, granute headings stage oil: Let wer, granute Garrier (Ba &KI 900; 50-98)—
"Snake Pil" (20th) (9th wit). Bright stagon for the s

Palace (RKO) (2,500; 50-98)—
"Gotta Stay Happy" (U) (2d wk).
Fairish \$15,000. Last week, nice \$21,000.

Selwyn (Shubert) (1,000; \$1,20-(Continued on page 16)

# 'Argyle'-Hampton Solid 18G. L'ville

Bit is conlinuing briskly and downtown houses, while three have holdovers, will register healthy at the control of the control Louisville, Jan. 11.

# **Broadway Grosses**

Estimated Total Gross
This Week \$601,000
(Based on 18 theatres)
Last Year \$713,000
(Based on 23 theatres)

# Bandit'-Monroe Wow \$38,000, D.C.

Tew new Mashington, Jan. 11.

Tew new new Mashington, Jan. 12.

The massion of th

# 'Moon' High \$8,000, Omaha

Omaha, Jan. 11.

Omaha, Jan. 11.

Holiday week gave the city its biggest grosses in yéars, with midnight shows helping via advanced prices. "My Dear Secretary" at Orpheum looks good but outstanding is "Blood on Moon." at Brandeis. New storm hurt over weekend.

prices. "My Dear Secretary" at Cripheum looks good but outstand-translation of the control of th

"Words and Music" M.G. 10 de 18 de 1

# VARIETY In 2 Port, Spots, \$26,500

Portland, Ore., Jan. 11.

"Paletace" is setting new house records at Orpheum and Oriental this week despite the thaws and hazardous we at her conditions. "June Bride" at the Broadway also "June Bride" at the Broadway also derful Urge" are off sharply in second week, the former after great first week.

Estimates for This Week

Estimates for This Week
Broadway (Parker) (1,832; 50-85)
—"June Bride" (WB) and "Texas,
Brooklyn" (UA), Sock \$13,500, Last
week, "Mexican Hayride" (U) and
"Urubu" (UA) (9 days), \$14,700. Mayfair (Parker) (1,500; 50-85)—
"Song Is Born" (RKO) and "Money Madness" (FC) (6 days) (2d wk). Disappointing \$5,000. Last week, terrific \$10,000.

Dissipation of the control of the co

Paramount (H-E) (3,400; 50-85)—
"Wonderful Urge" (20th) and "Hollow Triumph" (EL) (5 days) (2d wk).
Fair \$6,500. Last week, fine \$11,-

500.

Playhouse (H-E) (1,200; 50-85)—
"Yellow Sky" (20th) and "This Is New York" (UM) (m.o.). Soos. S5,New York" (UM) (m.o.). Soos. S5,chanted Valley" (EL) and "Gallant Bess" (EL), \$1,500.

"United Artists (Parker) (895; 50-5)—"Words and Music (M-G) (2d wk). Fine \$9,000. Last week, terrific \$13,000.

Guld (Parker) (427; \$1.20-\$2.40)
—"Hamlet" (U) (2d wk). Nearcapacity \$10,000. Last week, huge
\$11,500 and capacity here.

# 'Hayride' Smooth \$12,000 in Toronto

Toronto, Jan. 11.
With "Paleface" and "Thee Musketeers" still doing terrific business in third weeks, such new-coners as "Snake Pit" and the Days of Founders' are also garnering near capacity returns. On the Empire patriotic angle. "South of American Control of the Paleface of the Pale

Loew's (Loew) (2,096; 36-66) —
"Three Musketeers" (M-G) (3d wk).
Big \$13,500 after last week's lusty
\$16,500.

Odeon (Rank) (2,390; 35-\$1.20)—
"Scott of Antarctic" (EL). Terrific \$17,000. Last week, "Miranda" (EL), hefty \$14,500.

Shea's (FP) (2,386; 36-66) —
"When Baby Smiles" (20th) (3d
wk). So-so \$9,000 after last week's
okay \$11,000.

okay \$11,000.

Tivoli (FP) (1,431; 36-66) —
"Snake Pit" (20th) Space
\$9,500. Last week, "Return of
October" (U), light \$4,200.
Uptown (Loew) (2,743; 36-66) —
"Mexican Hayride" (U), Swell
\$12,000. Last week, "G)
Happy" (U), okay \$9,500.

mappy" (U), okay \$9,500.

Victoria (FP) (1,260; 36-60) —

"Last Days Pompeli" (RKO) and
"She" (RKO) (relssues). Phenom-enal opening and looks capacity
\$6,000 or near. Last week, "Good-bye, Mr. Chips" (M-G) (relssue),
very good \$4,200.

# Estimates Are Net

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

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

# Paleface' to New Records B'way Spotty But 'Red Witch' 45G, 'Island' Sock 30G; 'Starr' Mild 21G, 'Words' Good \$114G, 5th; 'Pit' 32G, 10th

Words Good \$114G, 5th; Pit' 32G, 10th

Togail post-holiday as dump natsted by the all-day downpour last
wed heady of the company of the com Settlandtes for This Week
Astor City Inv) (1300, 70-61.50)

Estimates for This Week
Astor City Inv) (1300, 70-61.50)

Estimates for This Week
Astor City Inv) (1300, 70-61.50)

Graphic City (1300, 70-61.50)

Estimates for This Week
Astor City Inv) (1300, 70-61.50)

Estimates for This Week
Astor City Inv) (1300, 70-61.50)

Estimates for This Week
Astor City Inv) (1300, 70-61.50)

Estimates for This Week
Astor City Inv) (1300, 70-61.50)

Estimates for This Week
Astor City Inv) (1309, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates for This Week
Astor City Inv) (1509, 51.50)

Estimates fo



the commerce of the contract of the contract

# Hub New Year Opens Big; 'By Night' Robust \$16,000, 'Words' \$30,000, 2d

Boston, Jan. 11. Hub marking time with holdovers at all firstruns. Great post-holiday week upset the dope here. strength of product being largely responsible. "Walked By Night" is fine at Pilgrim. New bill- at the RKO brought in Horace Heidt mateurs along with "Adventures Gallant Bess" and was only so-so. "Snake Pit" and "Every Girl Should Be Married" are top hold-

Estimates for This Week Astor (Jaycox) (1,200; 44-85) —
"Enchantment" (RKO) (3d wk).
Still herty at \$10,000 after about \$14,000 last.

\$14,000 last.
Boston (RKO) (3,200; 50-\$1.10)—
"Adventures Gallant Bess" (EL)
plus Horace Heldt amateurs, Don
Rice, others, on stage. Only new
bill in town and okay \$28,000. Last
week, "Dude Goes West" (Mono)
with King Cole Trio, others, neat
\$31,000.

\$31,900 first.

Exeter (Indie) (1,200; 44-75) —
"Palsan" (Indie) (3d wk). Wow
\$3,000 after \$10,000 in second.
Fenway (NET) (1,373; 44-85) —
"Snake Pit" (20th) and "Trouble
Makers" (Monon) (2d wk). Off to
\$5,000 in second week after big
\$4,000 first.

Majestic (Shubert) (1,500; \$2.40)
—"Red Shoes" (EL) (8th wk). Surprising \$7,000 after okay \$8,000 last.

last.

Memorial (RKO) (3,000; 44-85)—
"Every Girl Married" (RKO) and
"Belind Locked Doors" (EL) (3d
wk). Still clicking at \$18,000 after
big \$26,000 last round.

big \$26,000 last round.

Metropolitan (NET) (4,367: 44-85).—"Paleface" (Par) and "Dynamite" [Par] (3d v8). Down to \$20.

Orpherm (Loew) (3,000; 44-85)—"Orpherm (Loew) (3,000; 44-85)—"Orpherm (Loew) (3,000; 44-85)—"Orpherm (Loew) (3,000; 44-85)—"Ord; and histoic" (34-6).

Fairty good \$20,000 atter \$27,000 in first.

Paramount (NET) (1,700; 44-85)
"Snake Pit" (20th) and "Trouble
Makers" (2d wk). Okay \$14,000
after big \$21,000 for first.

atter big \$21,000 for first,
Plkrim (ATC) (1,800; 44.85) —
"He Walked By Night" (EL) and
"Old Fashloned Girl" (EL) - First
bill for this redecorated firstrum
for the American Theatres Corp.,
formerly the Olympia, is doing
fancy \$16,000 or over. Last week,
subsequent-runs.

State (Loew) (3,500; 44-85) —
"Words and Music" (M-G) (2d wk).
So-so \$10,000 after \$14,000 in first

# Snow Bops Denver: 'Happy' Hot 23G

Denver, Jan. 11. Heavy snow and cold is hurting z here this week. "Gotta Stay Heavy snow and cold is hurting biz here this week. "Gotta Stay Happy" will land top coin, play-ings. "Song Is Born" and "Pale-face" both are holding well on ex-tended vuns.

Estimates for This Week Bredwing (Giora (1800))

Key City Grosses Estimated Total Gross . 7his Week . \$2,899,000 (Based on 22 cities, 227 fleature clerty first runs, including N. Y.)
Total Gross Same Week Last Year . . \$3,072,000 (Based on 21 cities, 214 theatres).

# 'Street' Sturdy \$12,000 in Indpls.

Firstru Indianapolis, Jan. 11.
Firstru Inlim biz. featured by holdovers, continues at a fast pace here this stanza, following a hefty New Year's week yield. Both "Paleface" at Indiana and "Words and Music" at Low's are doing and Music, "Race Street, at Circle, is stoutest of new entries.

okay on holdovers. "Race Street," at Circle, is stoutest of new entries. The control of the cont

week.
Lyric (G-D) (1.600; 44-65)—
"Sealed Verdict" (Par) and "End of
River" (U). Good \$7.500. Last
week, "Northwest Stampede" (EL)
and "Homleide Three" (Rep), fat

# Big Bally Tilts 'Hills' To Fine \$12,000, Mpls.;

Married Lush 134, 24

Minneapolis, Jan. 11.

With "The Paleface" and "Every for Should Be Married." both in their second weeks, givin terrific for the particular and their second weeks givin terrific for the particular and the large track of any time of the particular and the large track of any time and the large track of the particular and the large track of the particular and the large track of the large t

Ins in three spots with solid falses. "Song a Born" and "Pair spots with solid falses." Song is Born" and "Song and holds a week." (Song and holds a fourth. Last week. big \$12.000. 38.70). Start Song and holds a fourth. Last week. big \$12.000. 38.70). Start Song and holds a fourth. Last week. big \$12.000. 38.70). Start Song and holds a fourth. Last week. big \$12.000. 38.70). Start Song and holds a fourth. Last week. big \$12.000. 38.70). Start Song and holds a fourth. Last week. big \$12.000. 38.70). Start Bappy" (19 and "Gottage Song and holds a fourth. Last week. big \$12.000. 38.70). Start Bappy" (19 and "Gottage Song and holds a fourth. Last week. big \$12.000. 38.70). Start Bappy" (19 and "Gottage Song and holds a fourth. Last week. big \$12.000. 38.70). Start Bappy" (19 and "Gottage Song and holds a fourth. Last week. big \$12.000. 38.70). Start Bappy" (19 and "Gottage Song and holds a fourth. Last week. Song and holds a fourth. Last week. Start Bappy" (19 and "Gottage Song and holds a fourth. Last week. Song and holds a fourth. Last week. Start Bappy" (19 and "Gottage Song and holds a fourth. Last week. Start Bappy" (19 and "Gottage Song and holds a fourth. Last week. Start Bappy" (19 and "Gottage Song and holds a fourth. Last week. Start Bappy" (19 and "Gottage Song and holds a fourth. Last week. Start Bappy" (19 and "Gottage Song and holds a fourth bappy" (19 and "Gottage Song and holds a fourth bappy" (19 and "Gottage Song and holds a fourth bappy" (19 and "Gottage Song and holds a fourth bappy" (19 and "Gottage Song and holds a fourth bappy" (19 and "Gottage Song and holds a fourth bappy" (19 and "Gottage Song and holds a fourth bappy" (19 and "Gottage Song and "Gottage

# 'AMAZON'-KAYE TALL \$26,000, CINCY LEADER

Glichinati, Jan. 11.

Solid holdovers are providing some lift for major spots in the general letdown after a hotsy hollday biz spree. "Countess of Monte Cristo," only newcomer, is only in a strick at Kelti's. Town topper is the combo Albee with "Angel on Amazon" and "Sammy Kaye band

Amazon' and Sammy Kaye band on a Salimates for This Week.

Albee (RKO) (3,100; 64.94)—
"Angel on Amazon" (Rep) plus support of the salimates for This Week.

Albee (RKO) (3,100; 64.94)—
"Angel on Amazon" (Rep) plus Jack (Salimates and Salimates and Salima

# 'Paleface' Hotcha \$27.000, Pitt Ace

Pittsburgh, Jan. 11. Pittsburgh, Jan. 11.
Only new picture in town this week is "The Palefage" at Stanley, and it is getting much of big and it is getting much of big only the picture of the p

Estimates for This Week o Fine \$12,000, Mpls.,

"Married' Lush 136, 2d

"Minneapolis, Jan. 11.

th. "The Palesice" and "Sover, Should Be Married" both in second weeks giving terrific second weeks giving terrific performances, the New here is of 10 a great start.

"Mexica Red Witch" (Rep) open-induced performances, the New here is of 10 a great start.

"Mexica Mexica (Transport of the New Here is of 10 a great start."

"Mexica Mexica (Transport of the New Here is of 10 a great start."

"Mexica Mexica (Transport of the New Here is of 10 a great start."

"Mexica Harving (New Here) of 2009. 44-76.

Last week, stout \$10,000.

Harris (2,200; 44-76)—

"Yellow Sky" (20th) '(2d wk). Got a good star on ho, and should hold up to around \$11,000, very good for second starza. Last week, sizzling \$20,000, helped considerably by upped tariff day before New Year's.

# Cold, H.O.'s Clip L.A.: 'Whiplash' Fast \$50,000, 'Murder' Dim 21G: 'Moon' 36G. Hope 40G, in 2d; 'Enchantment' 31G, 3d

Fine Arts (FWC) (679; \$1.20-\$2.40)—"Red Shoes" (EL) (2d wk). Sturdy \$8,000. Last week, good \$8,500. p to around \$11,000, very good | 85,500 | Four Star (ILA-WC) (900, 122) | Four Star (ILA-WC) (900, 102) | Four Star (ILA-WC) (

Hope 40G, in 2d; Enchantment' 31G, 3d

Los Angeles, Jan. 11.

"Unusual" cold wave, with 11.

"Unusual" cold wave, with 11.

"Sary and bills are being have a seen on the cold of the cold

week. "Cotta Stay Hanpy" (1) and good \$8,700 after neat \$1,0,000 opener."

good \$8,700 after neat \$1,0,000 opener.

City (FWC, (800, 60, 51))

And of Munder" (U) and "Stay opener.

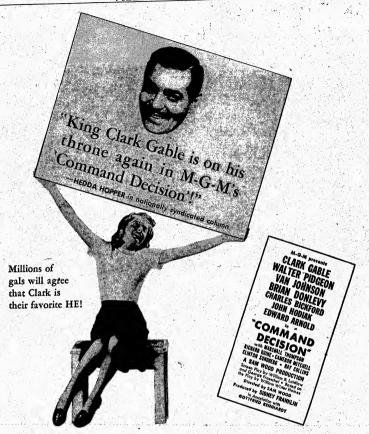
Last week, "Gotta Stay Happy" (1) and "Stay opener.

Last week, "Gotta Stay Happy" (1) and "Stay opener.

Last week, "Gotta Stay Happy" (1) and "Stay opener." (1)

# Mummers Boost Philly; 'By Night' Record \$25,000, 'Stay Happy' Fine 23G

| Jow Sky" (20th) (2d wk) Hotest at this house recently, read \$26,000. Last week consolidation of the preferred "(20th) (2d of the preferred "(2d of the preferred



# "COMMAND DECISION" IS THE FIRST BIG PICTURE OF 1949!

**DECISION IN LOS ANGELES: "TERRIFIC!"** World Premiere sets new all-time record for first two days! 3rd week at press time. Running neck-and-neck with record-breaking "Cass Timberlane" and "Green Dolphin Street."

**DECISION IN SAN DIEGO: "SENSATIONAL!"** First three days are new alltime high with continuing business beating the biggest, "Green Dolphin Street," "Cass Timberlane," "Easter Parade" and "Three Musketeers."

**DECISION FOR YOU: "WATCH M-G-M IN '49!"** While "Words and Music" delights the nation and "Command Decision" starts its history-making career, M-G-M is ready with the greatest line-up of completed pictures it has ever had in its entire career.

# **Ealing, BBC Deal on 12 Features**

Unity of action in the Industry on the current television negative to the Court of 12 Ealing pictures for televation for the East of 12 Ealing pictures for televation form. Ealing pictures for televation form. Ealing is that the company was under a misapprehension and thought in month on a next of the company was under a misapprehension and thought in month on a next of the company. The court of the company was under a misapprehension and though the south of the company was under a misapprehension and though the south of the company was under a misapprehension and though the south of the company was under a misapprehension and though the south of the company was under a misapprehension and though the south of the company was under a misapprehension and though the south of the company was under a misapprehension and though the south of the company was under a misapprehension and the south of the company was under a misapprehension and the south of the company was under a misapprehension and the south of the south of the company was under a misapprehension and the south of the company was under a misapprehension and the south of the

the future.

Provisional agreement reached in the latter part of last year by which picture theatres were offered television facilities in exchange for

in the latter, part oil, last Year own the latter part oil, last Year own the latter part oil, last Year own the latter part oil and the latter part o

bring, for the time being at any rate, only a problematical return. The London branch of the Cinemasue London branch of the Cinema-tograph Exhibitors Asm, for ex-ample, which covers all the the-aires within the present BBC trans-mission area, has set up a special committee to investigate the possi-bilities of the

# English Versions To Aid Filipino Pictures

And Filiptino Pictures
Manila, Jan. 3.
English versions of locally produced films are not only getting popular, but may eventually solve the industry's problem of limited makets. Outstanding example of industriations initial release, "Sunset Over Corregidor," a huge success. After its recent world premier in Manila, the production is now being the production in the least of the production is now being the production in the least of the production is now being the production in the least of the production is now being the production in the least of the production is not being the production in the least of the production is not being the production in the production in the production is not being the production in the production in the production is not being the production in the production in the production is not production in the production in the production is not production in the production in the production is not production in the production in the production is not production in the production in the production in the production is not production in the including the national capital versal-International has inked it for Far East distribution.

for Far East distribution.

Sampaguita Pictures is credited with having made the first Filipino-picture with an English version, "Manila," directed by Lorenzo P. Tuells. The picture, one of the first released by Sampaguita Pictures after the war, and starring Ely Ramos, has Tagalog and English versions.

tures after the war, and starring Ely Ramos, has Tagalog and Eng-lish versions. Another Filipino picture made in English is the Ateneo Alumni Assn's "The End of the Road" di-rected by Lamberto V. Avellana.

Jewish Ballet Scores

The Hotel King David was the score of the Jewish Ballet Bore on Christians Day of an Experiment of the Jewish Boag before he sailed to the Low Willie in France Drakker also less deal of the Jewish Boag before he sailed to the Low Willie in France Drakker also less deal of the Jewish Boag before he sailed to the U.S. France Drakker also less deal of the Jewish Boag before he sailed to the U.S. France Drakker also less deal of the Jewish Boag before he sailed to the U.S. France Drakker also less deal of the Jewish Boag before he sailed to the U.S. France Drakker also less than 10 and 10 and

For New Distribution Stricky International Pictures last week acquired the U. S. and Ganadian distribution rights to the prewar French film, 'Grand Illu-distribution fights to the prewar French film, 'Grand Illu-distribution of the picture, which stars Jean Gabin, 'Pierre Frensay and brich von Stroheim, 'Bries and 'Back Door to Heaven,' both rights to 'One 'Third of a Nation' and "Back Door to Heaven,' both originally released by Paramount, originally released by Paramount, chase, however, doesn't include U. S. and Gandian territories.'

# 180 Theatres in Uruguay

A80 Theatres in Uruguay

Montroideo, Jan 1.

Films are the only entertainment — apart from revolutions—
that lighten the lives of the 150,000
infested Aumation, aspital of the
timy Paraguyan republic, north of
Argentina. It is only when the revoils become bloodier than usual
republic, and the control of the control
grosses to boggan widtly. On an
average they amount to about
from legit companies, mostly site

tures. Over weekends especially, the 12 theres in Asumoin are sold out. The sold out.

# DISNEY DICKERS WITH CANTINFLAS FOR FILM

Mexico City, Jan. 4. Walt Disney is dickering with Cantinflas (Mario Moreno), Mexithe French revue, "Bonjour Mexico," at the Teatro Iris, to star him in a pic, in person and in

him in a pic, in person and in cartoon.
Dickering is being done here by Edmundo Santos, who heads Dis-iney's Latin-American department. Santos played here years ago as a member of the song and dance team, Santos & Lee, is now a name radio comic here.

# Boag Set for Summer Season at Blackpool

Season at Biackpool
London, Jan. 4,
Wally Boag, now in the U, S,
atter a month's engagement at
Circus Medrano, Paris, returns to
England in May to play a summer
season at the Hippodrome, Blackpool, for Tom Arnold. After that
he appears in pantomime for same
management.

# VARIETY Mex Filmhouse Fined

Two vaude comics were also sus-pended three days for blue jokes and for appearing almost nude on

# **Brit. Pix Producers** Seek Tax Relief

Because British producers cannot hope to pay their way under
Treasure and several their their the
Treasure and their their the
Lax 8½c, out of every 20c, paid at
the boxoffice, the British Film Producers Assn. is sending a deputation to meet the Chancellor of the
Exchequer, Sir Stafford Cripps,
Bext Monday (17).

next Monday (17).

In representations, which have been made by the BFPA to the Chancellor, and also to the Portal Committee, inquiring into exhibition and distribution, it has been pointed out that the present distribution are the pointed out that the present distribution are the pointed out that the present distribution are the pointed out that the pointed out that the pointed out that the pointed out the poin

inal boxoffice take.

To end the existing anomaly and to aid directly all sections of British production, the BFPA is proposing that Sir Stafford Cripps in his next budget, to be made in the early spring, should evolve a scheme whereby a proportion of access that it is a scheme whereby a proportion of ments tax should be passed back to British producers.

to British producers to British producers.
This scheme is in line with proposals that have been made recently by Roy and John Bouling and other producers and has come to the fore since Board of Trade prexy. Harold Wilson, 'told the House of Commons last month that out of a total boxofice grows was paid to the state in the form of entertainments tax.

# Down Under Picture Biz Looks Bright for 1949 in '49, following a strong Yuletide

Sydney, Jan. 1. Aussie showmen predict good biz

b.o. upbeat. b.0. upbeat.

Aussie pix marquees will be mostly Yankee. Tops here include "Faledaee". Flash of With Faledaee. Tops here included (M.G.). "My Wild Irish Rose". (WB). "Melody Time" (RKO). "Family Honeymoon" (UI). "Fendin, Fussin, & Fightin" (UI). "If You Knew Sasie" (RKO), "Fort Apache" (RKO), "Fort Apache" (RKO).

# **Current London Shows**

(Figures shows weeks of run)

# x Filmhouse Fined Film Classics British Distrib Deal Snagged Over U.S. Unit Booking Policy

Artkino to Distribute

7 DEFA Russ Pix in 1949

7 DEFA Russ Pix in 1949
Seven German, films turned out by the DEFA studio in the Russian zone of Berlin will be distributed in the U. S. and Canada conding to Artikine's prex. Nicholas, Napoli, prints of the seven pix are now in New York and preparations are being made for their release. Cert.", color musical; "Steet Acquaintance," social hygiene pic; "Chemistry and Love." comedy century drams of the same name; "Somewhere in Berlin," juvenile delinquency pic; "No Room for Love." comedy drams, and "The Fridolin B."

# Foreign Film Outlook Improves in Portugal: No Coin Outgo Freeze

No Cain Outgo Freeze
Lishon, Jan. 4.
Clinemas in Fortugal are theonly showplaces where business improved in 1948. In 1947 there
were 380 cinemas in the country
while eight more are in construction and will be completed in 1949.
Registered distributors of national and foreins films in Portugal
Lumiar, which specialized in European films, has been declared
bankrup; and films, has been declared
bankrup; and films, was been declared
long the control of the control
long the control
long the control
long the control
long the control
land for exportable American
land for exportable American
profits, as American pictures continue to dominate the market.
There are registered in Fortugal
list, the control
land for exportable American
pictures on the control
land for exportable American
pictures on the control
land for exportable American
land for exportable American
land for exportable American
land for exportable and the conline of the control
land for exportable and land
land for exportable and
land for exportable
land f

# RECORD HOLIDAY B.O. RACKED UP IN DUBLIN

RACKED UP NUBLIM
Dablin, Jan 1.
Show his topped an all-time this
through the extended Christimas
holidays here. Biz, usually of during week before Christimas, kept apbetter than usual in cinenass, with
Three theaters—Gate. Gaiety
and Abbey—were closed for rebearasis; they reopened Dec. 27
with SiO notices out early. Same
Royal where the clicus played
threes—day Monday and Tuesday,
and biz kept right up through and biz kept right up through
there. That big queues despite lukewarm reception from critics.

# German Film Notes

German Film Notes

Rex Film (Bloemer & Co.) Berin, will roil a musical comedy.

The Forgetful Girl, in the Berin, will roil a musical comedy.

The Forgetful Girl, in the Berin, will roil a musical comedy.

The Forgetful Girl, in the Berin, Erick Engels and Wolf Neumeister are scripting. "Murder Trial of D. Jordan," for production by Comedia Film Co.

To The Res Trial of D. Jordan, "for production by Comedia Film Co.

The Res Trial of D. Jordan," for production story by Erick Engels. . Tena Sound Film Production starts shouling "Chaele No. 5" in Pebsonoling "Chaele No. 5

London, Jan. 11. Film Classics distribution deal in

Film Classics distribution deal in forat Britaln is off.
Negotiations, which have been going on for some months will, specifically and the solid properties of the Renters Society, and F. W. Baker, head of Butchers Film, Service, Ltd., bare now been abondoned and overtures are being made or behalf of Film Classics to others in the industry.
Linked with the original nego-

Linked with the original nego-itations were Kay's Laboratorie-tiations were Kay's Laboratorie-part of whose plant was to have been converted for processing in fold Studios, whence British pro-duction would have been planned for the new group.

Officially, not prompt of the talks. Throughout the industry the general belief was they were on the verge of consummation and seems of the property of the seems of the seem

on the verge of consummation and the news of the failure will come to the new of the failure will come formed industryties, believe that the deal has failed because of the changed situation, brought about the properties of the p

Realization of the changed situa-Realization of the changed situa-tion. In which there are more fea-ture productions available than play dates, has led Sir Sidney Clift and his associates to appreciate that there would be little to gain and possibly much to lose.

# NEW TAXES STYMYING ARGENTINE PIX FXHIBS

Buenos Aires, Jan. 4.
Buenos Aires film exhibitors are Buenos Aires film exhibitors are frankly pessimistic over prospects for 1949. They feel that, failing, some extraordinary development, a financial crash is inevitable in Argentina, however much government tycons make speeches denying it. Knowing the nature of the awerage Argentine patron, exilib average Argentine patron, exitors reckon that the first econ

average Argentine patron, exilinors reckon that the first economy into a contract the contract of the contract

grosses.
The 10% municipal tax isn't the only increase. The Peron government has set a surplus profits tax on all trading from Jan. 1, and this will amount to 8.25% on film

# Odeon \$2,500,000 Issue Oversold in 48 Hours

OVERSOID IN 48 HOURSToronto, Jan. 11.
Mirroring the high rating of film
industry stocks and bonds in
Canada and the high dividend returns twide Famous Players annual
statement earlier reported in
VARIETY, Canadian insurance and
frust companies, plus from writers trust companies, plus many private investors across the Dominion, jumped in within 48 hours to over-subscribe the \$2,500,000 bond issue of Odeon Theatres (J. Arthur

Neumeister are scripting "Murder of Odeon Theatres U. Arthur Trial of Dr. Jordan," for produce Rank.

Trial of Dr. Jordan, "Lor produce Rank."

Trial of Dr. Jordan, "Lor produce Rank."

Trial of Dr. Jordan, "Lor produce Rank."

The Red Cat' at Geleslgasteig. Co. and Resbitt-Thomon, Toronto script is by Helmut Wets, based unless the Rebitt-Thomon, Toronto script is by Helmut Wets, based unless that the Rebitt-Thomon, Toronto and the Rebitt-Thomon, Toronto and the Rebitt-Thomon, Toronto and the Rebitt-Thomon, Toronto Service and Service Rebitt-Thomon, Toronto Jordan, "Lorento Rebitt-Thomon, Toronto Jordan, "Lorento Rebitt-Thomon, Toronto Jordan," and the Rebitt-Thomon, Toronto Jordan, "Lorento Rebitt-Thomon, Toronto Jordan, "Lorento Rebitt-Thomon, Toronto Jordan," and the Rebitt-Thomon, "Lorento Rebitt-Thomon, Toronto Jordan, "Lorento Rebitt-Thomon, "Lorento R

# **Picture Grosses**

# Frisco Unhurt by Cold; 'Hills' Trim at \$18,000. 'Regiment' in Step 12G

ANGINITAL IN SICE AZU

Reson Francisco, Jan. 11.
Reson Francisco, Jan. 11.
bringing much lower grosses, wildbringing much lower grosses, wildceres still holding strongly. Most
of hig delucers are holdover which
will clip the overall total. "Hills of
thome" is fairly good at Warfield,
the strong of the strong of the strong
tamed Breed" shapes nice at
Eccutire.

heme the bear feworm and the stance at Earth and Breed" shapes nice at Earth and the stance of the s

# KANSAS CITY

(Continued from page 13) Daughter" (SG) (reissues), fine

\$4,000.

Kimo (Dickinson) (559; 35-45-65)

"Life, Loves Tschaikovsky" (Indle). Standard \$2,000 or near.
Last week, "Eternal Return" (Indle).

die. Standard \$2,000 or near.
Last week, 'Eternal Return' (India Melland (Loew's) (3,500, 45-63).

"Words and Music' (04-60) and "Lotther Citoves" (Col. 124 wit).

\$20,000 2.000 Last week, 20,000 Cast week, 21,000 Cast week, 21,

# MINNEAPOLIS

MINNEAPOLIS

(Continued from page 13)

"She" (IKKO) (reissues)

(Continued from page 13)

"She" (IKKO) (reissues)

State (Par) (2,00, 50-70)

"State (Par) (2,00, 50-70)

"Thought (Last week, "Vellow Sky" (2,00)

"Though (Last week, "Vellow Sky" (2,00)

"Road (1,00)

"Though (1,00)

"Though

# 'Green Hair'-Vaude Fine 17G in Balto: 'Atlantis' Fat 8G, 'Sky' Trim 14G

# **Inside Stuff—Pictures**

One of the most unusual rises to stardom in all Hollywood history is that of Montgomery Clift. With only two films released ("The Search" and "Red River") and with no studio backing, he has suddenly become one of the two or three most in demand male players in Hollywood and can pretty much have a choice of parts at any studio. He's

wood ain can pretty much nave a conoce of parts at any studie. He's also demanding—and will probably get—\$120,000 a picture.

Citti resisted for a number of years anything but the roles he wanted and refused to commit hinself, Interest grew in him when magazines and columnists began demanding info on him following "The Search." Peculiarly, Metric, which released the film, had very little dope on him. Now he is in the very profitable position of being rated a star and yet having no old commitments at low salaries. His only the currently is with Paramount for three films and even these are protected, since the pictures must be done by William Wyler, Billy Wilder, Frank Capra or George Stevens.

Talent guilds are also pointing to Clift's success as refuting the tra-ditional theory that it takes a studio to make a star. It is on this basis that the lots justify the seven-year contracts under which they put

Service of the served transfer of the service of th

"A WOW! DON JUAN' IS SET TO CLIMB INTO HIGH-GROSSING SPHERES! FILM DAILY "HERE'S ONE FOR THE MONEY! ERROL FLYNN'S BEST! "M.P.DAILY" IT'S A GREAT BIG ADVENTURE THRILLER. SOMETHING TO REMEMBER HOLLYWOOD BY! "N.Y.TIMES" IT'S ERROL FLYNN IN HIS BEST FORM! "N.Y.MIRROR" "STUNNING! HERE IS ADVENTURE IN THE GRAND STYLE! "N.Y.SUN NOW FROM WARNER BROS.

HE'S AFTER YOUR RECORDS! H

HE'S ALREADY GOT RECORDS IN
NEW YORK, PHILLY, WASHINGTON!
THEY'RE NOW RUNNING UP THE BIGGEST
ERROL FLYNN GROSSES OF ALL TIME!
OH BROTHER, WATCH IT GO FROM HERE!

ERROL FLYNN VIVECA LINDFORS

ADVENTURES OF TECHNICOLOR UAIN

ROBERT DOUGLAS ALAN HALE - ROMNEY BRENT VINCENT SHERMAN - JERRY WALD



# Hitchcock-Bernstein Unit

earn well over \$4,000,000 in rentals the profit on pictures which to break even—a figure now makes and WB will provide air reached by only a handful of process and well will provide air trues each year.

Personalities under contract

IA Made One Film

IA Made One Film
Independent Artists is bowing
out of RKO after making only one
film under a four-picture pact.
Film was "Velvet Touch," starring
\$1,600,000 and will wind up with
only \$1,200,000 from the domestic
market, was to have shaped the
profits with RKO, turned all rights
to the film over to the distrib as of
Jan. 1 and bowed out completely.
Unit relinquished further returns,
the day in the best of the complete of the complete of the film over the distribution of the film of the day in the film of the daying granted deferments on stuheld a junior lien on the film via
having granted deferments on stu-

held a junior lien on the film via having granted deferments on stu-dio production charges and putting up the completanges and putting untireceived a cash settlement and is now dickering for another re-lease. The said-the-boyout of-RKO won't break up the indie, but that he product dicker for another re-

Curtu's situation was slightly different. He was a WB producer-director, who, like many other perfector, who, like many other personal control of the state of th

pany.

Headaches of financing and run pictures were too much, however, and Curtiz iast week signed a new seven-year producer-director pact with the studio. He'il get 25% of

**New York Theatres** 



RADIO CITY MUSIC HALL

"WORDS AND MUSIC" INE ALLYSON - PERRY COMO - JUDO' RLANG - LENA HORNE - GENE KELL MICKEY ROONEY - ANN SOTHERN Color by TECHNICOLOR A Metro-Goldwyn-Moyer Picture E. GREAT CHRISTMAS STAGE SHO

THAT WONDERFUL URGE A 20th Century-Fox Picture
On Ice Stage-BARBARA ANN SCOTT

> in "WINTER CARNIVAL" ROXY 7th AVI. 4

JOHN WAYNE GAIL RUSSELL WAKE OF THE RED WITCH

dt's MAYFAI 7th Avenue and 47th Street





financing.

Personalities under contract to Curtix will go on the Warner payroll. They are Borts Day, David of the Control o

IA Closing New York Office Independent Artists is closing down its New York office in mid-february. Although the office is no ionger handling "The Velvet Touch," it has another month to go to wind up IA affairs.

Continuing until that time are Sam Hacker; a certified public accountant who has served as eastern rep, and Ed Sugals, who recently moved over from the Samuei Goldwyn office to handle sales.

# **WB Backlog**

continued from page 4
were disclosed in the report. Long.
term indebtedness, for one, was
imped to \$17,289,10,000 during the
year. It was \$21,552,000 when '47
med. Pre-payment of \$1,591,000
figure even lower to \$18,300,000.
Dimmer aspects included a statement by prexy Harry M. Warner
that the net you'ld from the comparative
quarter of '48. Since Warners garment of '48. Since Warners gartended Nov. 27) is approximately
quarter of '48. Since Warners garlease of '48. Since Warners gar
lease of '48. Since Warners gar
leas

to \$1,516,000.

Also on the downbeat side is the fact that the '48 returns are only slightly affected by the Angio-American pact limiting remittances from Britain. Report notes that of the state of the Britain Report notes that years impact of the British film agreement for a period of only six weeks."

agreement for a period of only six weeks."

Wignord in the Government six weeks to the Government of t

# 'Snake Pit'

Continued from page 5 continue from pare as some gauges, figurith the pic was bound to do well in these cities. Since then it has opened in Oakiand, Long Beach, Riverside, Bakersfield, and San Diego, Cal., as well as in San Francisco, Los Angeles, Bostom and Toronto, it will open 30 to 40 and Toronto, it will open 30 to 40 and Toronto, it will open 30 to 40 and Toronto, the work of the country like yeek and part.

# Critics Pasted By Raftery on Blimp'

Year-long complaint of the Fed-Year-long compaint of the Federal Trade Commission against
United Artists for advertising the
British-made "Life" and Death of
Cofonel Bilmp" as "the original,
complete, full-neight picture of
that name," when the print actually
had been cut considerably, finally
week in a learning before FFC trad
examiner Ahner E. Lipscomb. Govermment also charges that the detect footage caused the film and
materially" changed.
FFC's utilizate disposition of the
FFC's utilizate disposition of

FTC's utilizate disposition of the case will be relatively meaningless since "Blimp" has been withdrawn from distribution. But the vital since "Blimp" has been withdrawn from distribution. But the vital complaint is whether film companies have the right to re-edit prints. Thus whether film companies have the right to re-edit prints. Thus whether film companies have the right to re-edit prints. Thus whether the recompanies have the right to re-edit prints. Thus whether the recompanies whether the recompanies whether the recompanies of the r

and UA attomers.

Other respondents to the complaint include Mary Pickford, Charles Chaplin and David O. Selznick as principal UA stockholders, and Edward C. Raftery, former UA president. Government coursel Robert N. McMillen introduced favorable reviews of the N. Y. an appear N. McMillen introduced favorable reviews of the N. Y. critics as evidence of the "excellent" quality of the uncut picture in an attempt to prove the final version of 91 minutes deceived the public.

public.

Raftery, who appeared as UA's counsel, countered with the retorth that "although the critics unduly raved about it, the influence of critics is negative." As an example of this he clied the reviewers paning of "Palerace," but people when the property of the counterparty of the property of the of their opinions as evidence and stressed that the real "test here is how is the public being hurt?"

stressed that the real "test here is how is the public being hunt?"
"Blimp's" run at the Gotham, N. v., in 1945, Raftery declared, N. v., in 1945, Raftery declared, original version of 148 minutes was used. Still lambasting the critics, he charged that of "all that hoge to the control of the state of the control of 148 minutes was used. Still lambasting the critics, he charged that of "all that hoge wash critic notices" UA could find to put in the pressbook were "exclusir" (see "Men McMillen queried, "Why then do film companies take so much time inviting, entertaining and quoting the critical" Raftery replied, "because critical" Raftery replied, "because critical" Raftery replied, "because critical" Raftery replied, "because ally those fellows won't even go to a picture—we have to show it privately."

# Selznick-EL

continued from page s and some district managers of his Sciznick Releasing Organization, gives indication of his plans. The staff retained is plenty large to handle the tail-end selling, Obtained the tail-end selling, Obtained, the staff retained has been selling, Obtained to the distribution similar to the one he is tribution similar to the one he is tribution similar to the one he is provious three pix. SRO formerly had ress in 26, SRO formerly

of his previous three pix.

SRO formerly had reps in 26 exchange cities and four in Canada. He had about 50 men in ali. This has been pared to about a dozen, consisting of six division managers and assist

# **Palestine Film**

more engagements throughout the country this week and next.

Exactly same technique of sellment." It was booked fart, into 
large cities to allow critical praise 
to seep through the country and 
only now is going into smaller 
on selvertiant 
and publicity, but a technique of "saturation screenings" is being 
and selected carl house sookers on 
build us as with. Agreement," to 
build us as with. Agreement," to 
build us with Agreement, "to 
build us with Agreement," to 
build us with a Agreement, "to 
build us with a green 
consistent of the 
concern is the comparatively large 
production and or "Pit." It is, is helping boost 
groups of the 
year of the 
year of the 
year of the 
concern is the comparatively large 
production and to "Pit." It is, is helping boost 
grosses. 
Clift accompanied Zinneman on 
200% to go domestic grosses for last 
ones 
Confident 
year of the 
year of 
year

# Cost-Cutting

continued from page 3
sons for cancelling the Coast sessions, as a matter of fact, was the invites to these outsiders. It was feared that the press would interpret the meetings too much as a search for means of further cost-cutting, industry policy now is to avoid public emphasis on economy, office, audiences thinking that only cheapies are being produced. Policy on Britain which must be

# Thorne Slated

Continued from page 3
been under consideration. Charles
Goldsmith was sent over from the
homeoffice for a six-month tour of
duty under Eckman and, if he
chooses, may take Eckman's spot
should latter retire. Goldsmith is
expected back in New York in the
spring, following his six-month
stint abroad.

Joe McConville, Col's foreign
manager, and Friedman have been

Joe McConville, Col's foreign manager, and Friedman have been in New York for some time for the seasons that begin next week. Jack Segal, v.p. and tressurer of Columbia International, who has been abroad since last March, ard the season of the last March, and the season of the last was season of t

East and India.

All of the men would ordinarily
be coming into New York during
the year on their regular bi-annual
leaves. It was decided to have
them all arrive at the same time
so a general looksee at the state of
the industry abroad could be had.
Meetings will continue about five

# Hughes' Office

will require no outside asies rep, as he did at UA. Gold was reportedly offered the opportunity by fluidest to move on the contract, and he chose the latter course. He has mother year to go on the two-par patch he entered into Feb. 1, 1946. An undertone of bitterness existing between Gold and RKO distribution sexes is understood distribution sexes is understood the contract of th

the switch there.

Closing Calver City Studio
Hollywood, Jan. 11.

Howard Hupker 'erterchiment'
BRGO-Pattes. the closing of the
RKGO-Pattes. The close of the
RKGO-Pattes. The
RKGO-Pa

# **Wanger Sues U On Distrib Earnings**

sons for cancelling the Coast asset invites to these outsiders. It was feared that the press would interpret the meetings too much as a search for means of or the say as the control of the say of th

share.

Narrow-gauge rights on "Arabian Nights" and "Salome," the complaint alleges, were sold to Film Highlights in a package of U product for \$375,900, without his receiving his share. Wanger also claims he didn't receive a cut on "Gung Ho" and "Eagle Squadron," both of which went to United W will be the complete of the complete o

# Install Max A. Cohen

Install max A. Collen
Installation luncheon which will
induct new officers of the Motion
Picture Associates is slated Jan. 23
at the Hotel Astor. Si Fabian, circuit operator, has been tapped a
chairman of the luncheon committee. M7A board of directors meets
today (Wed.) at the Astor to work
out the details.
Max A. Collen, head of Clinem
activity becomes the new prez.

# Par Split-Up Continued from page 3

Continued from page 3

Indidies, as designee for a high
position in the theatre outfit.

The plan which incorporates
such complete divorcement is said
management. It would closely pattern itself on the RKO formula,
which was acceptable to the Government. Whether the Dept. of
Justice would go for the scheme
when it involves a far ingrer thethe state of the continued of the content of the continued of the continued of the
months are not to the continued of the
months are not continued to the
months

atre setup such as Paramount's is an open question.

No confabs with the Government are belleved to have taken place in the past couple of weeks. How-ever, Washington meetings during the recent court hearings may have resulted in D of J expressions of interest in the divorcement

interest in the divorcement scheme. Decision for complete divorgement and creation of two companient and creation of two companients are sufficient to the second of the s

mean the payment-of sizeable dividends to stockholders.

Since no single stockholder solved of them holds sufficient tools of the sufficient tools

# Meet on MPEA Fate

ry while it is operating through the MPEA.

The MPEA is most likely—although not be the two areas from which likely at all extrain—a white Austrain, seek of the MPEA is most likely—although not likely at all extrain—a while a meaning and the meaning at the MPEA is most likely—although not not not seek of the meaning at the most of the meaning at the most of the meaning at the most of the meaning at the meani

panles of top brease suctures, and to for the form of the form of

tions are under tight Army control, it is not anticipated that the companies will prefer to operate in these on their own. In the secondary of the companies will prefer to operate in the companies will be used to be the companies of the companies that the comp

UA Exit Not Serious

UA's withdrawal from the MPEA not viewed seriously since most its indie producers had never is not viewed seriously since most of its indie producers had never goue along anyway and are selling their films individually in the MPEA territories. Three other top



See Pages 32-33

Always --THE SHOWMAN'S FRIEND

> in Los Angeles 500 Modern Rooms

# with bath and radio "Foremest on the Coast"

**ALEXANDRIA HOTEL** Fifth at Spring • Los Angeles FRANK WALKER, General Menager Formerly at Olmsted, Cleveland, O.



pany product. Likewise, many of the indies are in a position to nego-tiate dollar deals which the MPEA can't make in these areas.

# Yanks Snarled

Continued from page 3

indicated approval of a number of them. MPEA in New York has ac-knowledged this but has refused to divulge titles as yet. List of 100 pix, from which the

divider titles as yet.

List of 100 pix, from which the
Russians were to choose 20 or
more, was forwarded to the
Russians were to choose 20 or
more, was forwarded to the
Dept., as per terms of the Johnston
arrangements. No word has been
heard from the Kremin regarding
that Russe embassy attaches; in.
Paris and perhaps other European
capitals have asked for screenings
AN Yank films are now being
shown in either Hungary or Rumania, although American
product was frankly hanned
governments called a halt last fall.
In the case of Rumania the American product was frankly hanned
Hungary, differences with
Hungary, differences with
Hungary, differences with
Hungary, differences with
MPEA under a projected new deal,
about the same for national release
as pix had previously been earning.
In a single Budspest first-run enMPEA is now hoping that if it

gagement.

MPEA is now hoping that if it concludes a deal with Moscow that will influence Hungary and Rumania to re-accept the U. S. product.

Johnston Seored Mescow, Jan. 11.

Eric Johnston, Motion Picture Assn. of America prexy, who recently had a friendly chat with foreign commissar V. M. Motoro depression of the property of the property of the property of the Mescow of the MPAA exce was launched in the MPAA exce with the purging of Charles Char lin from Hollywood's ranks.

(Johnston's office in New York said there would be no comment on the Soviet editorial.)

# Albert Warner

Continued from page 4 =

continued from page 4

parent company now has 123,721

shares of the subsidiary.

shares of the subsidiary.

shares of the subsidiary.

Monogram Pictures to reduce his
block to 2,300 shares of the common. Leonard H. Goldenson, of
Paramount, purchased another 500

shares of Par \$1 common. He now
has 1,100 shares, plus an interest
interest.

Lividia.

William H. O'.

trust.

William H. Clark made a gift of
his last shares of RKO common.
He gave away 76 shares, plus warrants for 730. Arthur J. Miller sold
his final 100 shares of Republic
common. Edwin Van Pelt bought
1,000 of the same company, he now
has 3,000. Herbert E. Herman thoo
n another 100 shares of Tambita
common la man mereasing his
block to 5,200 shares.

# EASTERN WRITERS **VOTE TO JOIN SWG**

Associated Film Writers, east coast union, voted Monday (10) coast union, voted Monday (10) to join the Screen Writers Guild, effective yesterday (Tues.). Move was made because of the affinity of interests between the two groups, helgithened by the rapid growth of television and its resultant new problems. Outfit will be known as the Screen Writers Guild, eastern division.

Guild, eastern division.

Move was ratified by the SWG
board on the Coast after a series
of huddles between officers of the
two groups. Unloss will seek to
two groups. Unloss will seek to
applicable both to freelance and
staff writers. Merger also gives
the SWG further ammunition
its fight against the Authors
ate Television Writers Guild for
any seripter working in TV. Under
the AL plan, any member of the
SWG, Dramatists Guild and other
to join the video guild also in
order to work in the new medium.

A monthly meeting is to be held

der to work in the new medium.

A monthly meeting is to be held
between members of the east and
west coast chapters, formed into
a lialson committee, to discuss and
iron out mutual problems. Haroid
Mantell, of the Army's Civil Affairs Division, is prez of the eastern group.

# **Industry Meet** Continued from page 3

a meeting to the board of directors of TOA at any time."

i TOA a vancouns.

"Mardia ymore in the industry,"
TOA prz. declared, "approves of
what anyone else in the industry
is doing. Governor Arnall objects
to the methods and policies of Eric
tribution, the Little Three are
miles apart from the Big Five in
the anti-trust case, and in other
matters, and in exhibition, seed
matters, and in exhibition, seed
matters, and in exhibition, seed
to see yet o eye on anything."
Lockwood cultoned: "Everwhork"

see eys to eye on anything."
Lockwood quipped: "Everybody
seems to want the industry ss a
whole to win, but the other fellow
to lose." Unity is necessary. TOAssaid, for a program of attack
against unfair criticism and legislatic is also required to meet competition from television and
towro cut ways of selling pix and
the industry to the public.
Knocking the "peddlers of

me industry to the public.

Knocking the "peddlers of
gloom," Lockwod declared that
tele presents "greachallenge,"
"Therod arma hundreds of angles to
"Therod arma hundreds of angles to
it.

"Therod arma hundreds of the theatre
hundreds," he said. "Let us keep
ahead of it fit posible, or at least
abreast of it."

# **UA Owners**

Continued from page 5 :

Continued from page 5

the report are being kept under heavy cover by the board members until they are presented to the stockholders. They all, in one way many the continued to the stockholders. They all, in one way continued to the stockholders. They all, in one way continued to the company. Only alternative is for them to advance coin out of their private grouchbage, a procedure for which are the stockholders and the stockholders are the stockholders. They are the stockholders are the stockholders are the stockholders and the stockholders are the stockholders. The stockholders are the stockholders are the stockholders are the stockholders. The stockholders are the stockholders are the stockholders are the stockholders. The stockholders are the stockholders. The stockholders are the stockholders are the stockholders. The stockholders are the stockholders are the stockholders. They all the stockholders are the stockholders. They are the stockholders are the stockholders are the stockholders are the stockholders. They are the stockholders are the stockholders. They are the stockholders are the stockholders

neither has shown any enthusiasm in the past.

Subcommittee report will be presented at a deferred annual meeting of the stockholders next because the subcommittee report will be board members, a five-man contingent is going west from New York for the sessions. Part of the group left yeaterday Theselstop of the property of the group left yeaterday Theselstop of the provided of th

It is expected that the sessions may take several days. Most of the New York contingent is counting on returning over the weekend of Jan. 22-23.

# Clips from Film Row

**NEW YORK** 

NEW YORK

Clayton Eastman, United Artists district manager for New England, joined Film Classics as Boston, formed Film Classics as Boston Beler, who remains with FC on new assignment.

Refer who remains with FC on new assignment.

Refer who remains with FC on new assignment.

Refer to the control of the

eral indoctrination campaign of concerns and service" to cusfive Metro sales staffers were repronoted yesterday (Tues.) by distribution veepee William F. Rodpany's traines at its executive 
course, has been upped to sales 
man, working out of Detroit, bordpany's traines at its executive 
course, has been advanced to salesman 
possible out of Detroit, bordger, has been advanced to salesman 
as has been Spencer Leroy Wyatt, 
formerly in the checking dept. 
for the control of the control of the 
control of the 
control of the 
control of the 
control of the 
control of the 
control of 
contro

# DALLAS

A. M. Whitcher and L. A. Couch, with local Columbia exchange, leased the Lucas here from Mr. and Mrs. L. R. Robertson. Couch will resign as Col booker to manage the house.

will resign as Col booker to man-age the house. Robs and Kouley house, reigened after having been closed for three months for com-plete reseating and facelitting, man been completed to the com-line and the color of the color in name opened the Tower thea-ter at Luling, Tex., which he re-made from the old Frincess. He had a to Galveston from Forrest W. McManus. Martin, lead of Man-be started utherling there 24 years ago.

he started ushering timer exy yearglo. C. Hamm, operator of borothy,
and Royal theatres at Honzetta,
and both houses to Claud Thorp
of Ryan, Okla, and Aaron Burns of
Grandfield, Okla. They plan to
build a circuit in north Texas.
Pat Murphree is new owner of
Pat Murphree is new owner of
bought thouse Trom Bill Shaw.
Murphree was formerly a manager
for Phil Isley circuit.

# BOSTON

National Conference of Christians and Jews, New England division, is celebrating its 20th anni with a Freedom Day observance on Feb. 27 at Boston Opera-House. Jim Connolly, 20th-Fox is co-chair-bear of the Connolly, 20th-Fox is connolled the Connolled Connelled Connolled Connol

RKO Theatres, is on advisory council.

Leo Young named district manieur of Richmond-Stern Enterpager of Richmond-Stern Enterthe circuit, with special emphasis on the Magnet, Dorchester, and Mattapan, in Mattapan. Engle Lion placed first in national Heineman Drive. In addition, Sam Levine, the property of the prop

Gem. Lyndonville, Vt., with Royal Dam. manager. House has been given facelit.

The Pilgrim, formerly the Olympia, held its inaugural as a firstrum Jan. 5. Now flagship of American Theatres Corp., "file Walked By Might broke opening day record for house.

# DENVER

Robert Hill reelected head of Rocky Mou.tain Screen chub Mou.tain Screen chub Mou.tain Screen chub Mou.tain Screen chub Mol. Sellg, vice presidents; Kenneth MacKais, secretary, and Wm. Ahren, treasurer.

Alren, treasurer.

Alrender Mountain Screen chub.

Frank H. Ricketson, Jr., Fox Intrained office force with cocktails at his home and at Broadmoor country club with dinner dance. He was a second to the second with the second to the work of the second with the second to the second with the second to the second with the second to the second with the seco

# **MINNEAPOLIS**

MINNEAPOLIS
Minnesota Anus. Co. had the
only special New Year's eve midnight show, at the Radio City, with
"The Paleface."
Will Frank, back from Hollywood, still trying to sell his 19theatre chain.
Exercise Sellow of the Sellow of the Sellow
at Enoden theatre. Brooten, Minn,
near here, killed in fire that
started in booth and destroyed the
house.



Have YOU tried a SKYBERTH on American's famous DC-6 "MERCURY" flight to LOS ANGELES?

Ticket Offices: Airlines Termino I ockefeller Center • Hotel New Yorker 120 Broadway • Hotel St. George

# **AMERICAN AIRLINES**

AT LIBERTY SAMUEL J. FLUGELMAN



# **HELLO JOE:**

Did you hear Jan August play the piano? It sounds like two pianos to me. Wonder how he hides the other piano?

# 39.3% of N. Y. Homes Start Dialing At Midnight, Pulse Survey Shows

Metropolitan New York com-prises a large portion of stay-ups, according to a Pulse, Inc. survey taken at the behest of WNEW, 2,000 in-person interviews around dinner time; found that sets-in-use at midright is set at 16.3, while the tally at 11.35 is 7.4, indicating a terrific pictup in listener inter-of bones start dialing. Survey, however, discounts fact

of homes start dialing.

Survey, however, discounts fact that metropolitan New Yorkers are the start of the s

dominating.

Just why most people tune in just at midnight isn't fully explained by the survey. If 5 believed that many coming in from work turn on the radio for a wille before turning in. Fact that news programs predominate a fter 11 p.m. until midnight, may explain why the maximum number of point of the propersion of the propersion of the propersion of the programs of the programs predominate a fter 11 p.m. until midnight, may explain why the maximum number of point of the programs of th

considerably starting at 12.

Result is that 39.3% of homes listen after midnight at least once a week, and home listening accounts for 89.5% of all post-midnight tuning in. Pulse also showed that there are an average of 176 listeners in 100 average listening homes.

'Matinee' on Top

week also only 5.279 inserted every. It's pointed out, lies in the fact that there's a goodly amount of nocturnal dialing. Until a few years ago, it was difficult to prove that ago, it was difficult to prove the control of the service of the serv

# **CBS WANTS OUT WITH** MAESTRO HERRMANN

MAESTRU HERRMANN CBS is enformed with the problem of what to do with Bernard Herrmann, the composer and musical conductor, long identified with Columbia musical presentations. The web has politely notified with Columbia musical presentations. The web has politely notified with Columbia musical presentations. The web has politely notified with Columbia musical presentations. The web has politely notified with Columbia musical presentations. The web has politely notified with Columbia musical presentations. The web has politically notified with Columbia musical conditions of the problem of the musical columbia musical present formula of show will be present formula of show with Columbia of show with Columbia of the present formula of show with Columbia of show with Columbia of show with Co

# Cart Before Horse

Reason why a sponsor on one of the New York indie stations dropped a quiz program last week: Test was made by Horace

Schwerin research operation as to audience impact and the findings showed listeners liked the Vel soap commercial bet-ter than the show.

# **New Corwin-CBS**

Norman Corwin is present without a CBS contract. His co tract expired Dec. 31 and at ti moment there is consideral doubt as to whether he and ti network will ink a new deal.

Corwin, No. 1 prestige man in radio, had been in negotiation with Columbia for the past few months but nothing of a concrete nature materialized, despite discussion on several new series embracing both radio and television.

radio and television.

Corwin has been living on the

Coast for the past year or more.

His previous contracts committed

him to a six months' exclusive for

CBS, with the privilege of doing

other work the remainder of the

year. Last contract was at a re
ported \$500 weekly.

ported \$500 weekly.

Corwin is due in N. Y. from the
Coast later this month to begin rehearsals for the legit show in
which he'll star with his wife,
Katherine Locke, and he may resume talks with CBS at that time.

# Mutual's 'Arrow' Series Cues 'Superman' Revise To Half-Hour Format

"Superman," always a cross-the-board 15-minute strip show, is being expanded into a half-hour format for a three-times-a-week showcasing on Mutual. The Robert Maxwell package is currently heard in the 5:15-5:30 p.m. slot on a co-op basis.

on a co-op basis." Move to revise "Superman's" format is cued to Mutual getting the "Straight Arrow" adventure series, inder National Biscutt Co. ment, but for Tuesdays and Thursdays only, thus requiring a half-hour show for the remaining three days. As result "Superman" as a days. Wechesdays and Fridays. "Work of the West Mutual station, however, figures it can do butween, by forgetting all about Kid Quis" for the three-day ride. Changes are effective next month.

# Lombardo's 'Boss' to Meet On Mutual as Sustainer

Ull flutidat as Sustaillet
Although Guy Lombardo's Saturday night Mutual show, "Meel
the Boss," loses its Kaiser-Trazer
sponsorship after the Jan. 15
broadcast, the show will remain
on the web as a sustsiner. Mutual
execs are confident they have a
potential rating stealer in the
nutrical

obeing out site sit. 30 of which the parent RCA front. JoMeanwhile, CRS is utilizing the seph II, McConnell was elected
composer-conductor on its mental v. pi. in charge of finance. He has
hygiene hour-long documentary been veepee in charge of law and
Feb. 2, and worked him into two finance of the RCA Victor Division
hapileny week programs.



CLAYTON BRACE

Corwin-CBS
The Sunday a.m. Francy Paper
REAL Studies with kids and grown
LZZ studies with kids and grown
gas every week. In addition, Brace
is producer for other top-noted
programs heard on KLZ.

# MBS' \$22,769,000 Billings in 1948; **Ralston Coin Tops**

Mutual network racked up gross billings of \$22,769,000 in 1948, top-jung the previous year's take of \$22,572,000 by \$5%. Drugs and work bankrollers with \$6,020,000 spent for time and talent during the 12-month period. Fôod and to-bacco products were in runner-up positions.

positions.

Bliggest single spender on Mutual during 1948 was Ralston Putiras, which shelled out \$1,408,000,
maintaining its record of spending some states of the second of the second second points of the web
second place with disbursements of \$1,401,402, followed by Bayuk
Cigars, Miles Laboratories, Carter
Pilis and Serutan. A total of 73
companies advertised on the network in 1848.

work in 1948.
Out of 56 ad agencies handling the web's accounts, Ceell & Prest time, with \$2,050,000 of sponsor sheels going through its hands. Ruthrand & Ryan was econd with Colwell & Bayles third with \$1,523,587. Other agencies giving Mutanover \$1,000,000 worth of business in 1948 were Wade, Gardner, William Weintraub, Nell D. Krithur and State of the State of the

# PHILLY TROLLEYS, BUSES EYING MUSIC INSERTS

The Philadelphia, Jan. 11.

The Philadelphia Transportation
Co. has begun experiments with
broadcasts and music in its more
than 2,000 buses and trolley cars.
Tentative tryouts are being made
in one of PTC buses, currently
out of circulation, with the FM
ETTaction core.

Traction core.

facilities of WIBG.

Traction company, however, is eyeing results and public reception of music-while-you-ride plan in other cities. So far project is in the cities. So far project is though the PTC could use the new revenue source of radio commercials. Transit outfit is now appealing to the Pa. Utilities Commission for another fare hike to 13c. As recently as last year the fare was raised from 73cc. to 10c.

# Lotta Sound 'n' Fury Des Moines, Jan. 11.

The moving of the Jack Eenny program from one network to another caused a furore in the Des Moines city council since station KSO received permission to use a sound truck on downtown streets to ballyhoo the changeover. Safety Commissioner M. Jensen and the safety of The moving of the Jack Benny

ing it as "a private promotion." Iradio.

This brought forth arguments on whether or not a radio station is name an "deucational institution," side the itse of sound-amplifying equipment is limited to charitable very trick ment is limited to charitable, every trick ment is made to charitable, and patriotic organizations, campaign,

# Pres. Truman Asks \$6,634,000 For **FCC: Points to Spectrum Problems**

# Luker's New BBC Post

Norman Luker, present head of the BBC's Talks Department, Lonthe BBC's Talks Department, London, has been appointed North American representative of the British Broadcasting Corp., succeeding William R. Reid. Latter is returning to England after six and a half years of duty in America. Luker will take up his new duties around Feb. 18.

# **CBS Sees Light** On 'Lux' Spot

"Lax Bold Treature" via J.
Watter Thompson agency, which by
until the advent of the Jack Bermy
switchover\_was easily CBS No. 11
rating property. did plenty of
swork was all set to move "Ford
relevision Theatre". Into the
Monday night I.V time opposite
the Monday night I.V time opposite
"Low" is heard at 9 to 10 p.m.
Mondays, and under the revised
Columbia" vid eo programming
cloumbia" vid eo programming
rindivest co-axial link, the Ford IV
dramatic show was inked in or
intidwest co-axial link, the Ford IV
dramatic show was inked in you
J.W. Jageney had only to point
out that there's a standing offer for
J.W. Jageney had only to point
out that there's a standing offer for
J.W. Jageney had only to point
out that there's a standing offer for
J.W. Jageney had only to point
anything happen over at CBS—
anything happen over at CBS—
and Columbia did a quick change
act. "Ford Television Theatre"

act. "Ford Television Theatre doesn't go into the Monday time

# **KXLW Prexy Pinched** On a Zoning Rap As Station Woes Pile Up

Station Wees Pile Up

St. Louis, Jan. 11.
Guy Runnion, prez of KXLW,
St. Louis County indie station, and
two of the station engineers were
two the station engineers were
two the county. The pinch is another
the cause of a tiff with union
has been operating with non-union
engineers over wages the station
has been operating with non-union
terr tower in Olivette which the
terr tower in another community
this year but the building of a
new tower in another community
the AFL engineers who are on
strike over the wage squabble.
Runnion and the village fathers
are attempting "to harass the statempting "to harass the stacharman of the board of trustees,
charman of the board of trustees,
charman of the board of trustees,
tharman of the board of trustees,
the cases, retorted that Runnion's
statements did not necessarily remet the opinion of Olivette resideliberation of Olivette resideliberation of Olivette resi-

dents.

Miller said, "The station is trying to kick us around. The transmitter was erected without a building permit, and right in the heart of our best residential area, too."

# Gov. Bowles' Radio Gal Hartford, Jan. 11.

Hartford Jan. 11.
Radio-wiss Gov. Chester Bowles has appointed Jean Joyce, of Darlen, to handle the radio end of his public relations department. Gal handled his radio political the governor's radio addresses and programs and acts alialson between the ex-huckster and radio industry here. Her appointment is something new in history of a Connecting new in history of a Connecting and the control of the control been radio.

Washington, Jan, 11.
President Truman asked Congress yesterday to give the Federal Communications Commission on the Property of the Federal Communications Commission on the Property of the P

# From Cradle to Grave

From Cradle to Grave

Washington, Jan. 11.

Of the 57,000 plus applications received in the 1948 factor and the second read of reading requests extended from the cradle to the grave."

the FCC said last week in its annual report. "Thus," the Commiston reported, while radio for his baby diaper pick-up-and-delivery service, a large chicago cemetery wanted radio to direct funeral corteges."

Chicago cemetery wanted radio to direct funeral corteges developed advertise "Two-way service for three-cornered pants."

"Spectrum reallocation will con-tinue through 1950 to be at the forefront among Commission prob-

"Spectrum realisation will conherent the second of the sec

# DON WILSON MIDWEST MANAGER OF 'VARIETY'

Don Wilson, VARIETY'S traveling representative, has been named midwestern manager, with head-quarters in Chicago.

During his 15 years with VARIETY Wilson.

During his 15 years with VARIETY
Wilson has covered every key city
of the U. S. and goes to his new
post with a comprehensive knowledge of nationwide show business.

# Taylor Going Wholesale As WOR Sets Sunday Slot

Looks like Deems Taylor is WOR's dish. Currently heard cross-the-board 11:30 to midnight, the "Decms Taylor Concert" longhair "Deems Taylor Concert" Ionghair disk jockey program is also gettlag a Sunday afternoon showense on the station, starting next Sunday. Problem now is to find a Subath afternoon segment that won't interfere with Taylor's "Weckend With Musle" CBS program at intermission time of the N, Y, Philharmonie.

# Anybody Want a Job?

Shingle is out for new person-el at New York's municipal stanel at. New York's municipal sta-tion, according to the outlet's direc-tor of operations. Seymour Stegel, Jobs open include that of contin-uity writer, radio director's assist-plet of the state of the state of the Pay starts at \$2,700 annually, Applications must be made through the Municipal Civil Service Com-mission. Requirements are two years radio sepretices and a high years radio gradient of the pro-perience and a college degree.

# REE NETS DUEL FOR CROSBY

# **Candor from Cantor**

VERSE:
HE WAS A RADIO COMIC
AND SHE THE GIRL OF HIS CHOICE,
WHEN SHE ASKED WHAT HE'D LIKE FOR HIS
HE SAID IN HIS RADIO VOICE
CHORUS:
LEAST ON MUCH TO ASK?
HE'S HE NO MUCH TO ASK?
HE'S HE'S HOW ON HIS ADDO
HE'S HE'S HOW HE'S HOW A TASK
MY RATINES OROPEHIC BU'D HOME
HA'D HE'S HOW HE'S HOW ADDO
HE'S HE'S LOWES HE'S HOW PALEY
AND IT'S SO LONESOME AT NEC.
SO GET ME A COAZIAL CABLE
COBE CHE TELEVISE MY STUFF MYSELF
BEFORE IT'S DONE BETTER BY BERLE.

# Whitehall \$5,000,000 Loss at D-F-S **Cuing Entire Account Pullout**

The worst voice, cone & Belding lost the American Tobacc business to BBD&C saw the bulk of the Willedman of

and serviced by Air Features. Since the bowout of Henry Turnbull as the D-F-S account sexe on the Whitehall biz to join the Blow agency as a veepee last month, the Dancer outfit has been minus a Whitehall account man. The fact that in recent years there are the sex of the se

# Toni Cancels Out On NBC's 'Nora

Toni Hair Wave has decided it is no longer interested in bucking on longer interested in bucking competition of the long of th

Time Doesn't March

Time Doesn't March.
Looks like the CBS documentary on the Henry R. Luce
Life-Time magazine dynasty,
which provoked considerable
the provoked considerable
for the provided considerable
It's a question of getting the
material and coming up with
material and coming up with
won't sound like a 60-minute
version of "CBS Views the
Press." Board chalrman William S. Paley is still mulling
it over.

# **CBS Documentary Unit Maps Strong** 1949 Blueprint

If there were trade misgivings If there were trade misgivings as to GS board chairman William S. Paley permanently detouring from the documentary-public service sphere of operation in the wake of his commercially-minded 'star binge," the CBS Documentary Unit this week came up with a '49 blueprint calculated to erase any apprehensions.

a '99 Diseprint calculated to erase any apprehensions an appead of Documentary agents an appead for a probably the most ambitious in the department's career. Scheduled to be tackled are such serious and varied subjects as the state of the nation's health, its politics, its penal system, the UK, the whole aspect of U. S. relations with Russia in an attempt to get at the root of the problem. First 60-minute documentary up. First 60-minute documentary to study and the Shadow. Sucheduled for the Shadow and the Shadow and the Shadow and the Shadow and the Shadow are seen as the seen of the Shadow and the Shadow are seen as the Shadow and the Shadow and the Shadow are seen as the Shadow and the Shadow and the Shadow are seen as the Shadow are seen as the Shadow and the Shadow are seen as the Shadow and the Shadow are seen as the Shadow are seen a

nd. Next on the agenda is an hour-

(Continued on page 34)

# RAYVE MAY LATCH ON TO ROOSEVELTS SHOW

IO KOUSEVELIS SHOW
Rayve Shampoo (PepsodentLever Bros.) is multing the possibility of picking up sponosorily of
the Eleanor and Anna Roosevelt
morning program of Ac.
which is a proper of the property of t

# PALEY, NBC IN

By JACK HELLMAN

Hollywood, Jan. 11.

The big guns of three networks will be turned on Fort Crosby this will be turned on Fort Crosby this will be turned on Fort Crosby this control of the property of the p

# Paley's Trump Card

In his new home up on the Mon-tercy peninsula, just south of Frizeo, Crosby has fitted out a re-cording studio that is said to ap-proximate anything the nets have do some of his shows from there, taped on Amper, of which he is heavy stockholder.

NBC is making frammare to the comedy bloc and would like Crosby in there, not necessarily store (Pibber & Molty) and Dennis Day (Pibber & Molty) and Dennis Day (Pibber & Molty) and Dennis Day (Fibber & Molty) and Dennis Day (Fiber & Molty) and Dennis Day (F

# 64.3% Knew WW Switched to K-F Newest Ripley which practically

"sponsor identification book out the window is that con-cerning Waiter Winchell and his recent switchover from Jergen's to Kaiser-Frazer.

# ABC Running for Cover in 25% Radio Budget Cut; TV Accent Seen Bid to Romance Network Purchaser

# **NBC Still Leads**

Columbia's ascendancy, notably on Sunday, the start-of-a-new-year scorecard on time availabilities still gives NBC much the better of it.

Here's the cross-the-board taily sheet: CBS has four and a halfhours of nighttime segments for sale in contrast to one and threequarter hours of after-dark vacancies on NBC. On the other hand ABC has 11 hours and 15 minutes of nighttime segments for sale.

Sunday afternoon, NBC has 2 to 3:30 and 4:45 to 5:30 open, while CBS has 2:30 to 3 and 4:30 to 5 for sale. With the exception of the sponsored "Metropoiltan Auditions of the Air," ABC's Sunday afternoon time is wide open.

moon time is wide open.

NBC-CBS inglittime orealdown
shows both webs having 8:30 to 9
and 10:30 to 11-open on Sunday
nights. NBC has 10:30 to 11 Monwith. Thesalay. Wednesday and
Thursday solidity commercial. Fridday night 10:45 to 11 is open and
Saturday is SRO.

CBS sadd wide to 10:45 to 11 is open
to 10:45 to 10:45 to 10:45 to 10:45
to 11:50 open (Bill Paley is hopeful of
enticing Bing Crosby Into the 10:30 segment; Thursday and Pri10:30 segment; Th

# Nothing Like Praising Your Competitor, CBS

Learns From Godfrey
strate, for his final Jergen's broadcast Dec. 26 (after a 17-year broadcast Dec. 26 (after a 17-year broadcast Dec. 26 (after a 18-year broadcast Dec. 26 (after a 18-ye

He Can't Get Away
Around town he's known as the gwy who earl get out of town. On the sum of the gwy who earl get out of town. On the gwy who earl get out of town. Gwy and the gwy who earl get out of town. Gwy and the gwy who early get out of town. Gwy and the gwy who early get out of town. Gwy and the gwy

# NBC Beset By The 8:30 Miseries

In a Crastic 11th losur move to the state of the state of

ng Bing Crosby Into the 10segment): Thursday and Priare sold out, and Saturday,
or I so with a sold to 11.

Command Performance in the
Command Performance in the
NBCs original plans to spottight
("Command Performance that
I sold in a diplay and the sold in the
nominees in dramatizations of the
nominees in dramatizations of the
sold insert and though whe to Oser nods, fell through whe
the 3 min studios refused to go for
the money offered, informing backare so the scheme that "Lax Radio
Theatre" offered better terms,
Adv., too, refused to Inchlease its
defended in the command Performance
title.

THE BERLIN STORY HE BERLIN STORY
itih Roger de Koven, Raymond
Edward Johnson, Santos Ortega,
Dean Cartion, Joseph Julian, Joseph de Santis, Stefan Schnabel,
Lotte Stabinsky, Danny Ocko;
William L. Shirer, George Hicks,
eommentators

eommentators
Music: David Broekman
Producer: Robert Saudek
Director: Martin Andrews
Writers: ABC Public Affairs Dept.
60 Mins., Mon., 9 to 10 p.m. (EST)
Sustaining
ABC, from New York

story that needed telling.

ABC, unfortunately, didn't tell the valve of the gags were funny; some by the story that needed telling.

BLC unfortunately, didn't tell the valve of the gags were funny; some by the story that needed telling.

BLC unfortunately, didn't tell the valve of the gags were funny; some by the story that the story

MAYOR OF THE TOWN
With Lione' Barrymore, Agnes
Moorehead, Conrad Binyon: musical conductor, Frank Worth
Writers; Charles Tazewell, LeonProducer-director: Arthur Trask
30 Mins; Sun, 7:30 p.m.
MUTUAL BENEFIT HEALTH &
ACCIDENT OF OMAHA
MBS, from Hollywood
(Ruthrauff & Ryan)
The homey philosophy of 'Mayor

The homey philosophy of "Mayor of the Town," as personified by Lionel Barrymore in the title role, Lionel Barrymore in the title role, has been familiar to most dialers on several nets for the past four-and-a-half years. In moving over to Mutual on Sunday, Jan. 2, the same format evidently has been retained, for the airer is still charged with a sleepy aura of unsophistication.

charged with a sleepy aura of unpophistication.

Mayor time! Barrymore, his
housekeeper, Agnes Moorchead,
and youngster Conrad Binyon in
housekeeper, Agnes Moorchead,
and youngster Conrad Binyon in
how to honorably dispose of old
Christmas trees without breaking
the heart of swentysear-old mope
have to see the seed of the heart of swentysear-old mope
have to solved that one with a
minimum of difficulty.

Program is enlivened somewhat
the Mayor and his housewife
which generally are of an earthy
nature. This domestic fouch, along
analysis of the civic problems of
analysis of the civic problems of
the imaginary town of Springdale;
no doubt is first rate fodder for
analysis of the civic problems of
analysis of the civic problems of
Barrymore, Miss Moorehead and
Binyon ratited of the trivia with
Conv for Muital Benefit Health

MY FAVORITE HUSBAND
With Lucille Ball, Richard Denning, Parley Baer, Frank Nelson,
Ruth Perrott, John Hiestand;
Bob Lennond, announcer
Producer: Jess Oppenheimer
Writers: Bob Carroll, Jr., Madelyn
Pugh Oppenheimer
30 Mins., Pri., 528 p.m.
GES, from Hollywood
COS, from Hollywood

Music: David Brockman
Producer: Robot Saudek
Writter: AEC Producer Robot Saudek
Writter: AEC Producer AEC Producer
Robot Saudek's Public Affairs
Department at ABC, which a few
months back won accolades for a
record with another ambitious and
record with a mother ambitious and
record with another ambitious and
record with a mother ambitious
and
record with a mother ambitious
and
record with a mother ambitious
and
record with a mother ambitious
and
record with a mother ambitious
and
record with a mother ambitious
and
record with a mother ambitious
and
record with a mother ambitious
and
record with a mother ambitious
and
record with ambitious
and
record with a mother ambitious
and
record with a mother ambitious
and
record with a mother ambitious
and
record with

satiric resume of the news high-lights of the year which had its "Lewis has developed an ex-tremely arch silve of song presen-tation which seems to be just too the property of the property of the appeal on humor containing gray matter, the song style seems to tear hin down completely, eith of the speed on humor containing gray matter, the song style seems to tear hin down completely, eith of the show are good. The Annes Bros. Fatti, Maxine, Laverne and Irving, according to Lewis's provided a punchy rendition of Cuanto La well in her rhythm tunes. Mosses well in her rhythm tunes. Lewis is a bright spot on the afternoon spectrum and should attention segtting show in the even-ing segments.

UNSOLVED MYSTERIES Writer: David Taylor Producer: Frederick C. Dalquist 15 Mins: 12:15 p.m. Sat.

pets. Needless to mention, the producer Frederick C. Dalquist Major solved that one with a 15 Mins: 2.15 pm. State 1 pm. State 1 pm. State 2 pm. State



BEN LUDLOW MUSIC

TALES OF FATIMA
Basil Rathbone, Carl Hoff Orch,
Frances Chaney, Tony Barrett,
Betty Lou Gerson, Ed Begley

Betty Lou Gerson, Ed Begley Director: Harry Ingram Writer: Gali Ingram 30 Mins. Sat., 9:30 p.m. (EST) LIGGETT & MYERS CBS (transcribed)

( Newell-Emmett)

CBS (transcribed)

(Nevecl-Emmett)

Basil Rathbone, who's been doing the Shericon Holmes charling the state of the police bioter with its current assignment for Fatima eigarets. This time, he's a skeuth its current assignment for Fatima eigarets. This time, he's a skeuth its control of the state of the

Fating.

a solution that makes even a solution that makes a solution that had been as a solution to the debut stanza, the show's elements are too diverse to jell. The poetic flights resulting from conversation with his dream girl breaks up the mood bone's worldy meanderings, Jose,

ns dram girl breaks up the mood of suspense created during Rathboar's worldy menaterings, Jose.

INSIDE NEW YORK

"Cause for Bluveree",

INSIDE NEW YORK

"Cause for Bluveree",

Marrice Gosfeld, Ben Cooper,

Midra Gosfeld, Ben

# The Sunday Story

NBC THEATRE

("Siagecoach")
With John Wayne, Claire Trevor,
Ward Bond, Henry Russell's
orch
Director: Howard Wiley
Writers: Milion Geiger, Richard
Simmons
30 Mins., Sun., 8:30 p.m. (EST)

Sustaining NRC, from Hollywood

Symmons Sun., 8:30 p.m. (EST)
Sustaining:
NBC, from Hollywood
More in desperation than anything else, MBC effected a the-ind
for this new half-hour dramatic
presentation. It's designed to fill
the Sunday evening 8:30 gab by
Bergen and Fred Allen's subsequent takeover of the ex-Bergen
3 "NBC. Theotre" is a \$5,000 weekty package showcasing adaptations
of outstanding pix, with the origimal lead and to take a town and
intro each installment.
Obviously-this lant. the answer
of the sunday experience of the substanding pix, with the origimal lead of the substanding pix, with the origimal lead of the submal lead of the subm

HORACE HEIDT SHOW With Heidt and orch; guests; Rob ert P. Patterson; Roger Forster Producer: Jerry Downe 30 Mins; Sun., 7 p.m. PHILIP MORRIS

ear F. Patterson, Roger Forsteris Mines Same J Down
PHILIP MORRIS
NBC, from N. Gloup)
NBC's new Sinday night lineup
Jan. 2 landed the Borace Heidit
programs would fear to step—sinto
the niche vacated by Jack Benny—
with some fearsome results. Altion of the standard in quality, its rating took
quite a shellacking. From the 17-30
standard in quality, its rating took
quite a shellacking. From the 17-30
m. Sunday slot, where there was
no competition, the program's
rating plummeted to an 11-7 oppogram of the standard in the standard in

psychology for a nervous contestant.
Ex-Sec. of War Robert P. Patterson was present at Sunday's (2) broadcast, given from White Plains, N. Y. under auspices of the local American Legion, to praise the Heidt show for its youth morale-building qualities. Bron.

JACK BENNY SHOW
With Mary Livingstone, Phil
Harris, Rochester, Dennis Day,
Don Wilson

Don Wilson
Writers: Sam Perrin, Milt Josefsberg, George Balzer, Jack Tackaberry
Producer: Hilliard Marks
30 Mins, Sun, 7 p.m. (EST)
LUCKY STRIKE
CBS, from Hollywood (PPDLO)

(BBD&C)

The payoff is in the ratings. One can assume that the initial Jack Benny Hooper on CBS (27.8, a high for the season and even exceeding the fondest hopes of Columbia execs) was an inflated sequel to the web's super promotional job and the Page One ball retending the D. C. capital gains

nix.

But you can't take away from CBS' Bill Paley the fact that Sunday night on Columbia now sounds like NBC did up to the first of the year; or the fact that Paley has pariayed the Sabbath 7 to 8 p.m. talong with Amos 'n Andy' into one of the choicest comedy back to-back sequencings in all radio.

patients with the same of the content of the choicest comedy back-to-back sequencings in all radio.

Nor can you take away the fact-to-back sequencings in all radio.

Nor can you take away the fact-to-back sequencings in all radio.

Nor can you take away the fact-tilly of the script that marked the seminy prem as a Columbia personality, the comedian has built and situations that's unbuilt personality, the comedian has built and situations that's unequalied on the kilocycles. If Benny & ser down one week, it's a safe but that they will bounce back the next for a resounding laugh payoff.

The Jan, 2 curtain-raising on the same of the same of a seminary of the same of the

translated it for Columbia into the
No. 1 Sunday network. Rose.

WALTER WINCHELL
With Cy Harriec, announcer; Bing
Crosby, guest announcer; Bing
Crosby, guest announcer; Bing
Kalsen-PhAZER
ABC, from Miami Beach
Walter Weintraub
Abord To the Not State
Abord of the hat to the Jergen boys
in Cincimnail for an uncensorers
in Cincimnail for an uncensorers
in State of the Weintraub
Walter Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Walter
Wa

groove.
Otherwise, Cy Harrice takes
over the regular announcer chore,
previously handled by Ben Grauer.
Rose.

SPIKE JONES SHOW
With Dinah Shore, Fred Astaire,
Doodles Weaver
Producer: Joe Bigelow
30 Mins.; Sun., 6:30 p.m.
COCA-COLA CO.
(CB, from Hollywood
(D'Arcp)
Snike Jones' new show for Coca-

Spike Jones new show for Coca-Cola, on CBS this year is a far (Continued on page 40)

# BBD & O'S BIGTIME '49 SPOTLIG

# TV's 'Spectacular' Rise, Pacing An AM DUFFY IS KINGPIN Station Reps Ask FCC to Block Increase, Highlights '48 FCC Report IN AGENCY SPURT

mcrease, Highlie

Washlation, Jan 11.

The spectacular rise of television, bringing "an unprecedented surge" in the number of applications for new stations and dividentions for new stations and dividentions of the number of applications for new stations and dividentions of the number of applications during the fiscal year of the number of applications during the fiscal year of the number of applications of the number of applications of the number of the number

(Continued on page 35)

# Status of BMB Still Up in Air

... Future, of BMB, as far as its structure and future activities are concerned, still remained up in the air as BMB's exce board wound up an all-day ression of talks in a crisis atmosphere in New York yesterday (Tues) without reaching vesterday (Tues) without reaching of BMB board are slated to continue to an activity of the still reaching the still re

man everypers are sisted to continue Major Issues at stake hefore the BMB board involve demands for a morough-going overhauling of the organization and postponement of next March to some time in 1980. Seriousness of the BMB situations was highlighted by the urgent request by Justin Miller, NAB up the date of an NAB board meeting from the middle to the beginning of February. Miller has beginning of February in the control of the property of th

confabs.

Present at vesterday's meeting were Frederick Gamble, AAAA prexy, Leonard Bush, of Compton agency; Paul West, ANA prexy, J. Harold Ryan, BMB board chairman; Roger Clipp, of WFIL, Philly, and Hugh Feltis, BMB president.

# WMEX. Hub Indie. Now Being Quizzed By FCC On Horse-Race Info Charges

WMEX, Hub indie, is currently undergoing FCC hearings for a renewal of its license, which expired Nov. 1, 47. Station has since been operating on temporary library and the stations pending the hearings, held considered in airing horse-race results.

Examiner James C. Cunningham (Continued on page 38)

(Continued on page 38)

# Radio's Legal Tab

Washington, Jan. 11.
It cost the broadcasting in-dustry approximately \$5,000, 000 for legal services in 1947, according to an analysis of op-

000 for legal services in 1847, according to an analysis of operating an analysis of operating the service of the industry's expenses shows the lawyers were paid and according to developed and according to official figures by the FCC, 1947 gross revenue was slightly over \$374, -000,000-which-would-bring-the-lees to \$4,862,000. The analysis shows that of the various types of fulfillme stations the 250 watters had the highest ex250 watters had the highest ex250 watters had the highest exconstruction of the service of the

# **Don Lee Resents** 'Guinea Pig' Role

Washington, Jan. 11. Federal Communications Commission was asked last week by the Don Lee Broadcasting Sysby the Don Lee Broadcasting Sys-tem to take immediate action on its various applications for station renewal and construction permits and not to hold these up any long-er while it considers possible vio-lations by Don Lee of the Commis-sion's network regulations.

sion's network regulations.

Don Lee listed two applications for television stations on the West Coast and many other applications pending for as long as four years, while the Commission inquires into questions "it should not decide on the basis of an inquiry into a single many of the commission in the commission in the commission of the commission of the commission of the commission in the commission in the commission in the commission of the commission of

mon to all of most object single op-erations." of the "long pendency" of the proceedings, being so, which were held two version on. Don Lee said it has been subjected to "severe hardship and competi-tive disadvantages." It contended that withholding of action on its applications for new stations is da-table to the state of the state of the Don Lee listed as being held up two years its applications for la-cense renewal for stations in San Diego (KGB), San Barabras (KDB). San Francisco (KFRC), KDB, He also recommended to the FMI. He also recommended to the FMI. He also recommended to the field more than two years ago, for television and FM stations in Frisco.

# Armstrong's Last Ditch Fight for FM Low Band

Washington, Jan. 11. Dr. Edwin D. Armstrong, inven-tor of FM, will go before the U. S. Court of Appeals here next month to make his last ditch fight to hang on the FM low band (44-50MC) which FCC ordered him to vacate

emergence of Batten, Barton, Dur stine & Osborn into agency leadership on radio programming represents one of the foremost achievements in the constantly shifting radio picture.

shifting radio picture.

Singular spect of the BBD&O radio operation today is the sharp contrast to only a few years back, when commercial radio was virtually bypassed by the agency in favor of newspaper - magazine media, and, whenever obeisance was paid to radio, it was strictly along-institutional lines. on. behalf of such clients as Dupont and U. S

The transposed agency lineup today, too, is in sharp contrast to the year-in-year-out battle for supremacy that once existed be-tween Young & Rubicam and J. Waiter Thompson on toprated

# **D-F-S Slip Shows**

D.F.-S Slip Shows
For the first time in many
years, Dancer-Fitzgerald-Sample's commanding lead among
agencies in top gross radio
billings (due chiefly to its
flock of daytime airers) is now
Whitehall bit loops inpwards of
\$5,000,000 off its total billings
for '430 of \$20,905,510.
Other top agencies' radio
billings for -40 mpson, \$10.
399,023; Foote, Come & Belding, \$9,474,232; BBD & O,
\$8,245,141; Young & Rubleam,
\$8,214,207; Benton & Bowles,
\$2,450,145; Company & Bowles,
\$2,450,

Duane Jones, \$5,075,384.

shows. JWT still boats such prize packages as "Las Radio Brite to Bob Hope show through a switch Bob Hope show through a switch in Lever Bros. product plugfing. Y&R, too, can lay claim to the Still potent audience pulling But that both genetics have dropped several notches in stature But that both agencies have dropped several notches in stature from the switch growth of the stature of the switch growth and the still potent audience have dropped several notches in stature Tax and the switch and t

# Nat'l Spot Sales by Nets in Tele

Fancy Figures

Fancy Figures
CBS has come up with some
fancy new figures to prove its
undisputed Sunday program
supermacy.
Tan. 2 (the indist) Jack Berny
preemed on CBS) represented
53.3% hike over the Hoopers
registered two weeks previcusty (Dec. 19), white XBC
usin CBS and CBS and CBS are the Same
back for the night, ABC maintained the status quo, with an tained the status quo, with an 0.8% hike. (Period covered in the check is between 6:30 and

the check is between 6:30 and 11 p.m.)
That round-robin of betting among CBS exces, Incidently, is to what Benny would tally, is to what Henny would tally, is to what Goven by prexy Frank Stanton. He predicted 22. Benny actually grabbed a 27.8. Stanton says it's his "research background."

# Sun. Nite Hooper Story Repeated

Last Sunday night's (9) Hooperatings pretty much displicated the
Jan. 2 story of S (for switchover)
Day on the networks. Here's the
vital 6:30 to 9 p.m. score:
Ozzle and 6:30-1 p.M.
Ozzle and 6:30 | Ti30-8 P.M. | 13.3 | Amos 'n' Andy | 19.1 | Sec. | 19.1 | Sec. | 19.1 | Sec. | 19.1 | Sec. | 19.2 | Stop the Music | 19.2 | Stagecoach | 2.6 | Stop the Music | 2.3 | Stop the Music

# Torney's KGO Bowout

Torney's KGO Bowout

San Francisco, Jan. 11.

Kirk Torney, sales manager for
Kirk Torney, sales manager for
KGO and manager of ABC's Spot
Sales office here since 1946, has
announced his resignation, effective Jan. 15.

Torney will enter his own business, the Torney-Bush Television
Co., of San Carlos.

# Gov. Dempsey Into FCC Ring Again For Renewal of Pepperday Slugfest

The battle of Dempey and Peperday, which started three years ago when the two former friends who knew each other as young men mies in New Mexico, was still going on last week in the petition box of the ECC.

The issue arises from a revose from the started three years and the period of the CCC.

The issue arises from a revose from the started period of the CCC.

The issue arises from a revose from the CCC.

The issue arises from a revose from the CCC.

The issue arises from a revose from the CCC.

The issue arises from a revose from the CCC.

The issue arises from a revose from the CCC.

Kock and the CCC.

Senate Dempey charged KOB Senate. Dempey of heared KOB Senate. Dempey of heared KOB con the station. Peoperday denied he knew the sponsorship was concealed until FCC investigators.

which FCC ordered him to vacate Dec. 31.

Dr. Armstrong went into court learning to the property of the proper

KOB had previously asked that the complaint be dismissed, and said that appearance of Pepperday, who is suffering from coronary thrombosis, for examination at a Dempsey came back and said he had no intention of subjecting "a sick man to cruel and ruthless cross-exarination." KOB replied it made no statements to justify its position.

made no statements to justify such absurd characterizations' of its contended that when Dempsey lost the political support of Pepperday and his newspaper. The Albuquerque Journal, he instituted a series of relialitory actions the Albuquerque Journal, he instituted a series of relialitory actions by an open support of the New Mexico State government.' The station said FCC "should not permit itself to be used by either party as an instrument in a left of the permit self in the property of the property of the permit self in the permit self its inability to obtain any kind of medical assurance of complete recovery of Pepperday and permit self in the permi

washington, Jan. 11.
The National Assn. of Radio Station Representatives told the PCC today (Tues.) that I will ask control to the PCC today (Tues.) that I will ask control to the PCC today (Tues.) that I will ask control to the PCC today (Tues.) that I will ask control to the PCC today (Tues.) that I will ask counsel and former PCC chaltman, charged that television affiliation contracts now being made by netton the PCC to th

# **FCC Members May** Get 171/2G Salary

Washington, Jan. 11.

Members of the Federal Commission would be paid \$17,500 a year under a blantian blantian

Indeed duer, memore as utter scenars, virtually and the control of the control of

the Hoover Commission on govern-ment reorganization, may affect the tenure of Chairman Wayne Coy who has been offered jobs in private industry at considerably more than the \$10,000 now paid Commissioners.

# New Adult Psychology Dramatic Series to Be Aired by CBS Each Wk.

Aired by USS Each WK.
In addition to its ambitions upcoming documentary series, CBS.
this week is auditioning a new
weekly dramatic series to sustain
its public service accolace. New
series will be in the nature of a
"Doorway to Lite" of last year,
dealing with child psychology interns of dramatic presentations.
New series will be called "The
furnor" and will be done by freeadult psychology, but in contrast
to the clinical studies which
marked "Doorway," it will probe
into the simple, emotional psycontract to help people solve their
contract to help people solve their
comproblems. Werner Michel will
produce,



To Chesterfields

Godfrey guy,

and that old peachy

and Don Ameche

to Vaughn Monroe

You're all okay in our thesaurus.

And Hawk from whom

all Camels flow. To Johnny and to Philip Morris-

(The "Lucky" boy)-

Remember the day when General "Ike" Stood up before Columbia's mike To raise a cool three hundred grand For Europe's hungry kids? We stand Hats off to "Ike" and his Crusade

And guys like him who make the grade!

To grace the gams of Lowell Thomas.

And now let's pay our proper dues To Edward Murrow and his News

A pair of Sulka's best pajamas



Than which there is no super-duper,
And let's salute our Average Hooper,
And all our shows—and there are plenty—
That broke into the tough "top twenty."
Hooray for Sunday's Peerless Tonic
Which millions call the Philharmonic.
(In this connection, shout hooray
For Standard Oil—that is, [N.J.].)

We would be derelict in our mission Did we not honor Television.



Man's glassy essence, thee we toast, Now on your way from coast to coast Toward new horizons. Hail TV! There's more in you than we can see.

Rochester, Jack and Mrs. Benny
Of happy returns we wish you many,
And here's a cane all made of candy
For Lum'n' Abner'n' Amos 'n' Andy.
Shoot Roman candles to the sky
In praise of dear old NRI,
And while we're on the alphabet
A pox on us lest we forget
IBEW... RDG...
abracadAFRA and NAB,
Four fanfares and a furbelow
For Messrs. BBD & Q.

Sullivan, Stauffer, Colwell, Bayles, We know that you will never fail us, And may the light of yon great Star Shine gently on you, Y&R.

In Thompson's name we shout our skoals

And we're all yours in Benton & Bowles.

On, Procter! On, Gamble! On, Gallup and Roper!

Let bygones be bygones for each horoscoper. Let's pin a sprig of holly on The famous Crosbys, Bing and John, And with another wreath adorn The brows of Gould and Miss Van Horne,

For Variety's "mugs" and Radio Daily A long locomotive and a willow-waley.

Well...'48 was mighty fine,
Now looking out toward '49
We wish from electronic science
The best to all our friends and clients,
To everyone in Radio
A hug beneath the mistletoe,
We're only sorry we can't list 'em...





# Boxing Czar Greene Sees B.O. Slump From TV, Especially in Small Clubs

No other sports leader seems so fearful of the effects of television is fearful of the effects of television sioner of the National Boxing Assn. In his annual report, Greene quoted David Sarnorf, chalman of the Marian of the M

amouncer. It not, its infanta-jumbo. "Television, on the other hand, gives the homeside spectator a ringside seat, which he can't get unless he is among the 400 Garden millionaires. •

millionaires. . "The result of increased production of sets will be more hearth and tavern referees and a correspondent slump in ringside customers."

spondent slump in ringside cus-bonners.

Storther of the bonner discount of the more than anything else was the effect of television on the smaller clubs.

The storther of the storther of the liams boxed for the title in Phila-delphia," he wrote, "the club in Newark, 100 miles away, might as well have folded up to the miles of the storther of the world results of the storther of the Greene is undoubtedly right. In his assumption that the fight fan would rather worth a championship match in person, but conflicts are not necessary.

matter in person, see

not necessary.

Very few fights are worthy of
national telecast, and the small
club operator could avoid them by
negligible shifting of dates,

# Tele Will Make As Many Baseball Fans as Did Radio, Sez Veeck

Radio, Sez Veecki
Cleveland, Jan. 11.
Television Will make for more basebill have for more basebill have for more basebill have for more basebill but have for more basebill out the 20% is Gleveland Bill Veeck's outlook on the alloged video challenge to get resipte.

In the second of the second o

# Vicks Rubs Out Wendy

VICES KUBS UII WENDY
VICES CO. has decided to drop
its "Picture This" television show
starring Wendy Barrie on the
NBC-TV web after the first 13
weeks winds Feb. 2. Program has
been shoted in the Wennesdy 8:30
Web hash't lined up a replacement yet. CBS has the east to midwestern coaxid cable from 8 to 9
Wednesdy nights, which means
that an advertiser taking that has the
latter web's seven east coast stations for a live production. tions for a live production.

# HOWDY DOODY' PICKS UP SECOND SPONSOR

Do. Smittle "Howdy Doody" pupper show picked up its second proper show picked up its second cannot be second proper show picked up its second proper show picked picked

# Chi's WBKB Budgets 250G For a New Transmitter

Chicago, Jan. 11.
WBKB ls shelling out \$250,000
for a new transmitter which will
go in operation this spring. Present stick atop the State-Lake build-

ent stick atop the State-Lack building has been a chronic source of ghosts in some areas of Chi. State of the state of the

# SPORTS HOLD LEAD IN **CLEVELAND TV SURVEY**

Cleveland, Jan. 11. ite program among TV'ers in the Cleveland area. A second survey among 500 hand-picked teleview-ers, conducted by Ohio Advertising, lists sports as the top shows ln programs preferred, However, vs, variety and drama are also

news, variety and drama are also highly popular.

A highly interesting report comes on the question "would you welcome a morning television gram?" The answer: No. 5195; Yes, 34%, weekends only, 4%. Of those welconing an AM video, the greatest number, 12%, say they de-preter musis, with 30 Athur God-frey type program gets 5%. Per afternom video. 54% say frey type program gets 5%. For aftermoon video, 54% say they do be able to watch the screen; 32% say no, and 13% have weekend afternoons free for screen gazing. Sports top the afternoon preference with music second and variety, women's airers and films third.

# Par to Fight **FCC Curbing**

Paramount Pictures indicated last week that it is going to make a fight on the proposed decision of the Federal Communications Commission denying its applications for additional television stations on the ground the firm controls Du Mont and therefore has its limit of five outlets.

five ostilets.

Through its counsel, Duke Patrick of the firm of Hogan & Harrick on the firm of Hogan & Harrick of the firm of Hogan & Harrick of the firm of the firm of the firm of Hogan of time to Feb. 21 to file its exceptions to the proposed decision of time to Feb. 21 to file its exceptions to the proposed decision issues involved." Extra time was also asked because Patrick is participate in oral arguments next Monday (17) before the Commission on its proposed multiple sion on its proposed multiple attacts of limit a single license to the video stations.

The Commission, on its own mo-

The Commission, on its own mo-tion, previously extended the time for kubmitting comments and re-quest for oral argument on the Par-DuMont proposed decision, which was issued Dec. 16.

which was issued Dec. 10.

Par video applications pending in Boston and Detroit and Du Mont applications in Cleveland and Cincinnati would be dismissed by the Commission if its decision is made final.

# **Tele Chatter**

# New York

declared he had leard all the same reports 20, years ago when ray had been reported to the park and to be near a radio or of the park and to be near a radio or of the park and to be near a radio or of the park and to be near a radio or of the park and to be near a radio or of the park and the park yourself. He declared the park yourself. H

Oliver preems on ABC-TY tomorby Chinasia. Third to Editorpackinged by Ronald Dawon and
Harry Kramer, with Bill Morte
writing, oploned by Advertisers.
Harrison. French & Preston's
Berle and his TV success, penned
by Edit C. Olshin, appears in the
Berle and his TV success, penned
by Edit C. Olshin, appears in the
Color of the Color of the Color
French and Color of the Color
French and Color
Fr

# Hollywood

Hollywood
Shirley Dinadle, moppet ventriloquist, taking her "talking her
did over to KNBH from KTL",
dol over to KNBH from KTL",
dol over to KNBH to White Anderson
in on radio, becomes a sight act
on KNBH with Orville Anderson
to KNBH with Orville Anderson
KNBH with Orville Anderson
to KNBH with Orville

(Continued on page 34)

# St. Loo Schools Seek Bigger TV **Fund, Stressing Educational Value**

# Evelyn Knight's TV Pact

Singer Evelyn Knight has been signed to a long-term television contract by NBC-TV, which is now building a 13-minute across-the-board package around her for an early March preem. Show will probably be slotted in the early evening.

Norman Blackburn, NBC-TV's n at 1 o n a 1 programming chief, brought Miss Knight Into the web's fold and will supervise the pack-age design.

# KRSC. SEATTLE'S FIRST STATION, IN OK START

Biz is good, but could be better, on KRSC-TV, first video station here, which has been in operations of the could be better, on KRSC-TV, first video station here, which has been in operations of the could be supported by the c

estimates.

KRSC began televising home games of the Univ. of Washington basketball team last week, and General Electric has bought as series of 28 Korda feature films, beginning Jan. 17. Days of operation have been changed, with hours on air remaining the same. It Thursday through Monday was through Sunday.

Quality of broadest righture company of the control of t

through Sunday.
Quality of broadcast picture continues so-so, with good job being
done on local Coast League hockey games, but recent televising of
trip through brand new plant of
local Hearst sheet was a bad bust
with just about everything going
wrong that could Local Interest, and support however, continues high pace.

# Wrestling Off in DuMont, Jamaica Renewal Snarl

DuMont's Friday night wrestling from Jamaica Arena, L. I., has been temporarily called off, following expiration of the contract between

confirming of the contine thereing the continue of the continue that the public that the public the continue that the continue that

# Denver TV Braintrust

Denver, Jan. 11.

Denver, Jan. 11.

Mayor Quigg Neyton is one of seven prominents here organizing a television company. Others are John M. Wolfberg, theatre man, John M. Wolfberg, theatre man, Phillips Milk of Magnesis family, also newspaper and Pueblo, Colo, and Station sowner, vice president; Richard M. Davis, secretary-treas-ready and the property of the property

Plans call for utilization of Colo-Plans call for utilization of Colorado's scenic beauty In television, study of relationship of television to theatre business, not only as affecting films, but use of stage facilities for televising variety and dramatic shows. The company is taking over the pending television application of Phillips.

# MARLOWE'S 'HOTEL B'WAY'

MARLOWES HOTEL BWAY
First package of the newlyreopened Harvey Marlowe Television Associates, titled "Hotel
Broadway," preems on the DuMont
web Jan. 20 in the 8:30 to 9 slot
under sponsorship of Whelan
Drugs. Agency is Stanton B.
Fisher. Show is to feature Jean
Darling.

St. Louis, Jan. 11.

A recommendation that increased funds be earmarked for the control of the c

of elementary-school level this month.

Hickey stated that the instruction department has "held back" on the purchase of tele sets because acreens were not large enough for classes of 40 pupils. "We may ask a little more next year to experient in televisions." The to experient the television sets best in the schools? It is a new, overpowering thing."

# Draw of Mpls. Basketball Team on Video Nights Is Cited to Prove TV Helps

Biggest crowds drawn this season by Minneapolis Lakers, BAA cally have been on Wednesday have been on Wednesday have been on Wednesday shave been complete capacity with paid admissions exceeding 9,200,

with paid admissions exceeding 2,200, Caliber of opponents and the contests' importance, of course contests' importance, of course the course of the course

the televising of one game a week has helped attendance similarly.

KSTP also is citing the fact that here is a second process of the control which flourishes here, and boxing need converts so much as customers and the fact that they show to so much better advantage on TV than baseball, football, etc., makes the points out, bars — practically all of which have TV sets—cate more to fight fans than those of any of the other sports. And when sets become more numerous in homes there'll be a better test, he points out.

# Arnaz for Video

Hollywood, Jan. 11. Variety show for tele with a South American travelog motif has South American travelog motif has been packaged by General Artists Corp. as a layout for Desi Arnaz and his orch. Agency reports nibbles from both CBS and NBC. Half-hour program is being offered for sale live locally and kinescoped for eastern telestations.

# SNAFU SEEN IN TV SET PRICES

# Video Schedule on Co-ax Time

Following are the television shows that are to be seen hence-forth on both the eastern and midwest networks following the opening of the coaxial cable linking the two sections of the country last (Tues.) night. With the exception of ABC, the webs have set up their schedules on a permanent basis. ABC is scheduling shows temporarily on a week-to-week basis. Probability exists that the other webs, through swapping time back and forth on the cable, may also change their programs.

WESTBOUND SHOWS

110 63 6	WESTBOUND SHOWS	3.30
Day	William Chaus	k
Mon, thru Fri	0-10:30 a.m. Johnny Oisen's Rumpus Room Dullion 0:30-11 Welcome, Neighbors Dullion 1-12 Stan Shaw Dullion	ıt .
	0:30-11 Welcome, Neighbors DuMon	II -
	1-12         Stan Shaw         DuMon           2-12-15 p.m         Amanda         DuMon           2-15-42:30         Man in the Street         DuMor           2-30-12-45         Camera Headlines         DuMor           2-45-1         Fashions in Song         DuMor           1-320         Okay, Mother         DuMor	15
the second	2-12:15 p.m	11
	2:10-12:30Dumor In the Street	15
	2:30-12:40Cantera ricautifies	
	Z:45-1 Rasmons in cong	
	-1130	
Mon., Tues.,	30-2 Vanity Fair CBS	
Thurs., Fri	30.2 Dione Lucas Show	
Wed.	2:30(Open)	
Mon. untu.Fri	:30-3	nt ·
10.0	1-3:15 Needle Shop	at
J. C. L. C. C.	:15-3:30 Vincent Lopez Speaking DuMor	nt :
	30-2	
and the same of the same	30-5	-
	-5:30	
The state of the state of	5:30-6 Howay Doody NBC	nt
1000	20 C.45 (Open) CRS	-
	1-6:39   Small Fry   Dualson   1-6:39   Small Fry   1-6:30-6:45   O(pen)   CBS   1-6:45-7   O(pen)   DuMoi   1-5:7:45   News and Vlews   ABC   1-5:7:40   (Various Shows)   ABC   ABC	nt
and the same same	7515 News and Views ARC	
Mon. thru Sat	18.7.30 (Various Shows) ABC	
	30.7:45CBS News	
	45-7-50(Open)NBC	
	7:50-8	
Monday	1-8:30	. 10
Monay Million	:30-9(Open)(Open	,
The state of the state of	1.10	
1 1 1 1 1 1 1	0:30-Closing(Open)	nt .
Tuesday	197-56	nt ·
	19:30 Dumont Teleset Snow Dumo	•••
2.54	(Open)	1
The Table of the Party of the P	040:30 (Open)	
Wednesday	Wraft Tolovicion Theatre NRC	
400	O closing (Tournament of Champs)*	
Municipality	Pie and Pat	
Inursuay	19:30 DuMont Teleset Show	nt
	30-10Bigelow ShowNBC	
1, 1	10-10:30ABC	
	0:30-11 Quizzing the News ABC	
Friday	39	
	9:30Break the Bank ABC	
	O-dosing   Courament of Changas   Chica	
	(45-10	
4	u-crosingBoxing	
Sat	Open DuMo	nt
	19:30 (Open) (Open)	)
	130,16 (Open) NBC	
and the same of th	0-Closing(Open)(Open	0
Sunday	1-6 (Open)	
	1-6:30	
	3:20-7Singlng Lady	
	7-8	nt
1 1 2	8-8:30	
	5:30-9 Actors Studio ABC	
	Panet of the Traynouse	1
	0-declared	
	EASTBOUND	
Mon, thru Fri	7-7:30 Kukla, Fran & Ollie NBC 8:30-9 What Do You Think ABC 9-9:30 Skip Farrell Show ABC	
Monday	9:30-9	
_ 111 3	9-9:30Skip Farrell ShowABC	
Tuesday		
Wednesday	9:30-11ABC	
Friday	sevaudeo varietles	

\*Starts next Wednesday (19).
†Starts Jan. 28 over the combined facilities of both networks
†Magnatas weekly, with "Toast" starting Sunday (16).

# **ABC Gives Even Dozen Reasons Why Sponsors Should Take TV Plunge Now**

ABC television, in an all-out at-

ABC television, in an all-out attempt to lure more advertisers into the control of the control o

# SMALL MODELS

Unveiling of the new 16-inch television sets by both RCA and Emersion to sell at \$498 and \$400 respectively, has tossed a serious produced and on the market. Distributors and retail stores through out the country have complained during the last week that potential television of the 16-inch jobs, are demanding a proportionate cut in the amanding a proportionate cut in the 10-inch models.

Question of whether television

list price of the smaller 12- and 10-lnch models.

Question of whether television of the price would go up or down the price would go up or down while, continued to draw conflicted and the price with the final outcome apparently dependent on the availability of dependent on the availability of upoblic wittual nix on currently-produced sets last. Adding to the general confusion of both the trade and the public were amouncements of subcarrialy price reductions of the price with the subcarrial price reductions of the price in 1949 by Emerson prez. Benjamin Abrams.

Out of the entire hodge-paid.

Out of the entire hodge-paid with prince of the price of the control of the contr

with the next move now up to Philco. Philco has proposed to

# **New WFIL Rates Hurt Packagers**

Hurt Packagers

Philadelphia, Jan. 11.

A blow to the Infant video packaging industry. here was handed up to the line of the packaging industry. Here was handed with the packaging industry here was handed with the packaging industry. Here was handed with the packaging industry has been always a possible.

The raw live are effective Jan. 1, called attention to the fact that the area which in the package of th

# Fred Fidler JWT Veepee

Hollywood, Jan. 11.
Election of Fred H. Fidler, recently appointed Coast manager for J. Walter Thompson, to a vice-presidency in the advertising firm was announced by prexy Stanley Resor.

Resor.
Fidler, who joined JWT in 1929.
began pioneering in video for the firm some 13 years ago. He replaces Arthur C. Farlow, recently transferred to JWT's New York office to Join the senior administrative group.

# BUYERS BALK ON N. Y.-to-Midwest Co-Ax Web Preems With 52 Shows in 2-Way Spread

Hollywood, Jan. 11.
Television set sales in the Los
Angeles area reached a total of
Angeles area reached a total of
of nearly 13,000 receivers since
last month's survey by Southern
California's Electrical Appliance
Association.
Most dealers reported a gradual
catching up with unfilled orders.

Houston's 2,000 Sets
Houston's 2,000 Sets
Houston, Jan. 11.
E-TV. which took to the air last
week, has estimated that there are
about 2,000 elevision sets in this
area to receive programs from the
outlet.

outlet.

Jan. 21 Preem For
Lucky Strike Vidpix
Saries of half-hour dramattle itelfilms roduced by Manchal Grant on the Coast for American on the Saries of the Coast for American on the Morris list. He is now have been content on the Coast for American on the Morris list. He is now have been content on the Coast for American on t

NBCTV Sets Auditions
Continuing its emphasis on the following Am. 11.
Continuing the emphasis on the following and the following the following

# Bacher to Package Tele Programs With



# Their Language



COLGATE THEATRE
With Edward Forbes, Alexander
Kirkland, Howard Wendell,
Neva Patterson, Lawrene Tibbett, Jr., Peggy Conklin
Writers Beth Modgson, adapted by
William L. Stuart
Director: Hall Nodgson, dapted by
Collector Wir Modgson, 50 p.m.
COLGATE
NBC-TY, from N. Y.

(Esta) COLGATE THEATRE

Producer: Gene Seagle Director: Howard Cordery 30 Mins., Thurs., 8 p.m. Participating ABC-TV, New York

"Fashion Show" adds up to an entertaining haif-hour of video fare. For one thing, it's nicely put together, has several good voices, with the turns well executed. And it's enhanced by some good production.

duction.

But this multiple-sponsored program, despite its entertainment value, winds up as a bust when it comes to selling fashions. In spite of all heralded claims that fashions were right up the TV alley, this showcase in reality fulfilled none of these claims.

where we is reality fulfilled none of these claims. It was a good scriping Job as It was a good scriping their conditions of the condition of the creations—and failed to protect visually. It is modelling of them—lacked glamo and failed to protect visually. It is modelling of them—lacked glamo and failed to protect visually. It is modelling to the creations—and the far-fare of glitter and display, color formatic clothes, without the fan-fare of glitter and display, color formatic clothes, without the fan-fare of glitter and display, color property. Of course it's also possible that these dresses just didn't have it. And it may be too much years the control of the color of the c

MUSIC IN VELVET With Johnny Hill, Kermit and Gloria, Don Lindley and Vel-veteers (16)

Producer-Director: Ed Skotch 30 Mins.; Sun., 7 p.m.

JAZZ CONCERT
With Max Kaminsky sextet, Henry
("Red") Allen, Willie ("The
Llon") Smith, Edward Powell,
Avon Long, Fran Warren, Jack
McCarthy, commentator; Valorie
Bettis, Georges Ulmer, guests
Director: Clark Jones
Sustaining, WPIX, N. Y.
N. Y. Daily News WPIX, In.
N. Y. Daily News WPIX, In.

No. 18. Mins.; Monday., 7:40 p.ms.

\*\*COLGATE\*\*

\*\*COLGATE\*\*

\*\*COLGATE\*\*

\*\*COLGATE\*\*

\*\*COLGATE\*\*

\*\*COLGATE\*\*

\*\*COLGATE\*\*

\*\*COLGATE\*\*

\*\*TOWN THE SUPPLY COLDATE\*

\*\*TOWN THE STATES OF THE SUPPLY COLDATE\*

\*\*TOWN THE STATES OF THE SUPPLY COLDATE\*

\*\*TOWN THE SUPPLY COLDATE\*

\*\*TOWN THE SUPPLY COLDATE\*

\*\*TOWN THE SUPPLY COLDATE\*

\*\*COLGATE\*

\*\*TOWN THE SUPPLY COLDATE\*

\*\*COLGATE\*

\*\*

ers can appliade with no promptgrade on the show was in the
organial jazz tradition and was
great. Max Kamlasky sextet, including such name instrumentalists as Gene Sedric, Verrong Brown,
Rajph Sutton, did a neat ride on
"Muskrat Ramble" and Henry
"Red" Allen, Willi "The Linors
"Aduskrat Ramble" and Henry
"Red" Allen, Willi "The Linors
standout in solo spots. Powell, a
symphonic flautist, was especially
extended in solo spots. Powell, a
symphonic flautist, was especially
extended in solo spots. Powell, a
symphonic flautist, was especially
extended in solo spots. Powell, a
symphonic flautist, was especially
extended in the spots of the spots
of the spots of the spots of the spots
of the spots of the spots of the spots
of the spots of the spots of the spots of the spots
of the spots of

# **Tele Sponsors** Continued from page 1

seldom have they been able to bring in a show on the estimated production nut, with added serv-lce tariffs, notably for scenery, running as high as \$4,000 addi-

cuming as high as \$4,000 addition. Swift recently found itself in need of a scene depleting the front porch of an Indiana home. NBC built it, but McCann-Erickson agency excess were floored when agency excess were floored when agency excess were floored when the entire Indiana property that the entire Indiana property that was represented at the same cost of the stage mounting. Kraft and J. Walter Thompsonder of the stage mounting. Kraft and J. Walter Thompsonder of similar exhorbitant tariffs, but find they he pleges in remedying the situation. The stage of the stage of the foundation of the stage of the stage of the stage of the stage of the programs involved. The agencies and clients contend that, with the increasing series of the, with the increasing series of the, with the increasing series of the, with the increasing series of the stage of the sta

# Wednesday, January 12, 1949 Tele Follows are C Tele Follow-up Comment

"Critte At Large." John Mason, Berle doing a Chartie Chaplin, in As the medico forced at gunpoint forwards of the control of t radio critic of the N. Y. Herald in Tribune, and Charles (Bind) Barry.

If was a cinch that Crooly wasn't going to contribute much when it going to contribute much when the started to apologize for his conversion of the contribute which was the started of the contribute much when it is that way. The started out just that way with the started out just that way. The started out just that way were contributed to the started out just that way will always to the started out the started out just the started out just the started out the started what with deploring the sightinate which is started what with deploring the sightinate tracts, and come strips and books he week after that. Indeed, Mrown has going to started what with deploring the sightinate which was the started what with deploring the sightinate which was the started what with deploring the sightinate which was the started what with deploring the sightinate which was the started what with deploring the sightinate which was the started what with deploring the sightinate which was the started what with deploring the sightinate which was the sight was the started what with deploring the sightinate which was the sight was the sight with the sight was the sight way that the sight was the sight with the sight was th

Rudy Valles certainly evidenced his know-how and likelihood for thevision, judding from his first Sunday night guest-shot (2) on the Ed Sullivan "Toast of the Town" program. Vallee was scheduled to repeat last Sunday (9) on the show, but his N. Y. Latin Quarter nitery poening that night necessitated a week (16). Authoritative, noised and show-week (16) and the week (16

postponement until the following week (10). Week (10) we

which the years rested lightly on Vallee made this show off-hal-ance, dominating it so well as to make the closing quarted, The make the closing quarted, the hot heckling by Pat C. Flick, bot heckling by Pat C. Flick, bot heckling by Pat C. Flick, or the presentation of the property of

ary." "Minnie the Moonet awwwicked with the other three.

"Philes Television Physhouse", or New Yorkow of the the other three. The work of the other three of the other oth

sion.

Between-the-act plugs, using a familiar formula on this airer, resurrected the ghost of Stradavari, the violin-maker, to sing the praises of Philco sets.

praises or Princo setas.

Phil Silvers gave viewers a
buriesqued autohiography on his
buriesqued autohiography on his
on the NBC-TV web, with thuron the NBC-TV web, with thurseque naturally getting the chief
emphasis. Any blue material, of
course, was completely deieted, but
course, was completely deieted, but
course, was completely deieted, but
the proposition of the principal course, was completely deieted, but
the principal course, was completely deieted, but
the principal course, was completely deieted, but
the principal course, was considered and joeks from those who had
never seen it before. Its success
and yooks from those who had
never seen it before. Its success
of Tpgrows further how the new
to advantage.

Silvers' takeoff on a typical

that tele cun assume the control of the control of

background, was equally good.

Cast was standout. Miss Ford, as the psychoneurotic, was realistic throughout the difficult portrayal formation of the control of the contro

we, The People's" simulcast on CDS still has only a mild impact to the control of the control of

This concept in the continue of the continue o

# Inside Stuff—Radio

Following a rebuke from the Catholic Church for propagandizing for more liberal N. Y. State divorce laws in its special program, "Gause for piborce". I ask week, WMCA, N. Y., agreed to grant the Church special air time for its point of view. Gotfirey T. Schmidt, Fordham Univ. ap professor, will speak for the N. Y. Arridioeses tomorow night (Thurs.). Controversy was stirred after Wilbur M. Wherry, prominent lawer, delivered a report over the indic which indicated the neef for reform in the divorce laws. The station had originally invited Catholic spokesmen to appear on the forum but received no takers.

spokesmen to appear on the forum but received no takers.

Before the war, Norman Twigger was on the staff of WCAE in Pittsburgh, a crack announcer and recognized at the time as an outstanding newcaster as well. He was then close to 40, at an age when careers are generally fixed and permanent. But Twigger had for years flought long and hard about a cereer in medicine but a farger thought long and hard about a cereer in medicine but a farger had present flought long and hard about a cereer in medicine but a farger had present flought long and even as the networks were tapping at his door, Twigger saw his opportunity to study to be an MD. at Uncle Sam's expense, the resignof from WCAE, enlisted in the army and was sent to medical school. Today he's Capitain Norman Twigger, ear, nose and throat govern his army stretch will be up and he'll settle down in Augusta for private practice.

will be playing exclusively to a
TV audience, preems tonight
(Wed.) on 10 CBS-TV stations in
the east and midwest in the 8 to 9

Emmett.
Format of the show, while not exactly following that of Godfrey's morning AM stanza, is to comprise most of the east from the radio of the cast from the radio of the cast promises of the cast from the radio of the cut of the cast from the radio of the cut of the cut

# Godfrey Takes AM Cast VALLEE'S 71G TAG FOR 'TELE-COMICS' Over to TV for New Show New Arthur Godfrey television show, first on which the CBS star

Price tag of \$7,500 a week has heen placed on "Plef-Comes." scrip so of 15-minute cartoon vider turned out by Vallee Video as a five-a-week layout. Pix consist of a quartet of three-minute cartoons with remaining time left open for commercials.

slot, under sponsorship of Chester-field, which also bankrolls the sec-ond half-hour of Godfrey's a.m. CBS radio airer. Agency is Newell-Emmett. with remaining time left open for commercials.
Quartet of subjects consists of Efrother Goose. drawn by Cal Howard: "Sa-Lh," an Arabian mights novelty drawn by A. J. Metcalfe: "Joey and Jug," clows scotts per commercial for the control of the con

# ENDS 19-YEAR AIR SERIES

Dalias, Jan. 11.
The oldest program on WFAA ended last Sunday with the final broadcast made by Dr. David Lef-

and ourse program on wraA | raul Nickell will direct.

meded last Sunday with the final Godfrey: "Talent Scouts" show broadcast made by Dr. David Letkowitz. Let past 19 years he final continue as a simultaneous AM-TV
For 15 ominute program sportsored by the Brotherhood of Temple Einanu-El.

# **New Tele Business**

Chesterfield cigarets, through the Newell-Emmett ad agency, bank-rolled the New York Daily News' WPIX's pickup of the finals in the Silver Skates tourney from Madi-son Sq. Garden, N. Y., Monday (10) night.

Silver Skates nourney from Madison Sq. Garden, N. Y., Monday (10) night. The state of space of the state of the

# So Sorry

So Sorry
It was bound to happen with, all the confusion attending a mass telecast of one event.
With every going-station's cameras picking up the Tournament of Roses parade in Pasadena New Year's day, links to the Mt. Walond KETTV carried 10 minutes of KLAC's pickup.

# FMA Confident It Will Push AM Out of Radio Picture in Five Years

# Shades of Franklin!

Shades of Franklin!

Philadeljia, Jan. 11,

P

# H'WOOD SCREEN TEST WINS ROUND IN COURT

WINS ROUND IN COURT
"InDivoced Screen Teat." Lester Lesy-teases the "indivoced Screen Teat." Lester Lesy-teases the "indivoced Screen Teat," and the \$300,000 p is g is ar is m suit, handled against it by Screen Teat, Inc., in New York State supreme court this week as Judge Aron court this week as Judge Aron motion for a temporary indiunction for a temporary indiunction for a temporary indiunction, such as the program, "Screen Teat." which was on the AM airconference and Lattian Owens, March 1997, and Lattian Charles and

is slated to open Monday (17).
Suit is the first court case involving alleged infringement by a
video program on an idea from another medium. Defendants in the
case are Lester Lewis Associates,
Neil Hamilton, director and emcee
of "Hollywood Screen Test," and
the ABC network.

FM Asen with a change in command to direct its promotional activities, was all set last week to embark on its third year of operation confident the new service has won its toughest battles and that it would push AM broadcasting out of the citles within five years.

of the citles within five years.
At a press conference Thursday
(6) to Introduce its new executive
director, Edward L. Sellers, who
succeeds J. N. 18111 Balley, EWA
operation along the lines of a public relations setup and has retained
the Faught Co. of New York, as
exiting an expanded program of
operations for 1949." FMA said its
board will hold a special meeting
in the near Inture "to consider demake budgetary provisions for it."
FMA stated it will extend its

FMA stated it will extend its bulletin service to members, and will place greater stress in pro-viding "how-to-do-it case material" viding "how-to-do-it case material" in meeting problems most common to FM stations. In this connection, it is planning a "dinke" on time sales to be keld in New York in the sales to be keld in New York in the sales to be keld in New York in the sales to be keld in New York in the sales to be keld in New York in the sales to be keld in New York in the sales when the sales with the sales when the sales with th

Suit is the first court case involving alleged infringement by a
spideo program on an idea from another medium. Defendants in the ball of raught Co. which has worked with
the medium. Defendants in the ball of radio
of "Hollywood Screen Test," and
the ABC network.

Tracims — Charlie Bryant, announcer at KVI, Muttai outlet
here, left the station Jan 9 bo be, casers see their AB addience become director of publicity for Goverron-etter Arthur Langlie (R), out of ABA quick."

# to quote

in which WOR repeats some things it said in 1948 as an underlined assurance of what it will continue to be in 1949.

"... what we've said attempts to mirror the warmth and humanness of WOR's programming from day to day. It is these qualities, based on a skilled knowledge of what the public wants, that have made WOR one of America's great stations-and great selling forces -for more than a quarter of a century."

> "... WOR is a powerful force in the lives of the majority of 36,000,-000 people in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of Southern Georgia, WOR's voice is a welcome and forceful one."

> > "... WOR's personality has always been a warm one; a method and technique of programming based on people, not just shows. But in evolving this form of radio broadcasting, WOR has not ignored ideas, nor the need for showmanship and day to day awareness of what the public wants . . . "

It is qualities such as those described above that make WOR the amazing selling force that it is, and mind you - at a price that'll leave you gasping.

heard by the most people where the most people are



Mow Gives you



\*

\*\*

\*

95

\*\*\*

\*

ARRAMANA [ATION 0,000 IN 1948) 1949'A NEW MONEY SHOW

ART MOONEY'S
"GET LUCKY"
Talent Quest Show

# UDITION PLATTERS NOW AVAILABLE

An Entertaining, Audience-Appealing Half-hour LIVE SHOW designed for Radio or Television and made to order for the national market as a traveling unit.

# RITE - WIRE - TELEPHONE

- FOR SAMPLE RECORD -

# ES L. SAPHIER AGENCY

Brughton Way Blvd., Beverly Hills, Calif.
Telephone Crestylew 1-7231

# **JOE GLASER or CHARLIE YATES**

Associated Booking Corp., 745 Fifth Ave., New York

# Admiral's 2-Web Spread

34

"Revue," which is to originate NBC's recently-acquired International theatre, N. Y., will be one of the highest-budgeted yet aired. Permanent cast comprises Sid Caesar, Mary McCarty, Imogene Coca, the Marge and Gower Champion dance team, Bobby Van, Estelle Loring and Ronnie Cun-Estelle Loring and Ronnie Cumingham. Show will have a permanent stock company, complete with its own technical and administrative staffs for all phases of production, as well as a permanent ballet company. Lichman, noted for department of the company. Lichman, noted for department, and the company. Lichman, noted for department, and the conducted the summer theatre at Tamiment, Pa. will share the writing cloure on lyrics and sketches with Mel Tolkin and Lacille Kallon. Lichman has

Viewing Habit Test

viewing riabit lest
Admiral Radio's use of the
combined DuMont and NBC
networks for its forthcoming
Friday night "Broadway
Revue" is expected to provide
an adequate measurement of
viewing habits in those cities
in which the webs each have
outlets.

outlets.

While the network duplication procedure is expected to
boost the ratings of the show,
it will also determine which of
the two webs viewers will time
the two webs viewers will time
similar situation has been for
pooled broadcasts of special
events, which have usually
been carried by all stations in
the control of the control of the control
to work the control of the control of the control
to work the control of the control of the control
to work the control of the control of the control of the control
to work the control of the contro sponsored entertainment pro-gram has been duplicated in this way.

already tried out many of the skits to be used at Tamiment.
Charles Sanford, who had been nusted divector for the Broadway revue. "Make Mine Manhattan."
Admiral show. Legit designer Frederick Fox is to design the senery, with Paul DuPont supersing the costumes. James Starbuck will direct the choreography. But the senery with the property of the pro formalized book

a formalized book.

Show will be alred by both NBC states where the survey of the surv

provide both webs with a separate Albuquerque, Syracuse, Minneapo-cable, Kudner and Adairral Radio lis-St. Paut. Memphis, Louisville, will decide which of the webs to handle the show exclusively, to handle the show exclusively, see in every city with a TV sta-

# **Talent Agencies**

Continued from page 1

and advertisers will be open for fresh shows. TV Costs Still High

TV Costs Still High It's also, figured that the lower cost-per-listener in radio as against video, will appeal to the more con-servative sponsors. The still high costs of network television shows will keep many advertisers in radio. Also the general downbeat of talent costs will add to radio's talking points.

of battern cases will adm to ragios of the common cases will adm to ragios. For example, at Music Gorp. of America, highest-priced package on the-list is. the. Joan. Davis show, being offered at around \$1,000. Several years ago, Miss Davis was Several years ago, Miss Davis was read to the common case of the case of the common case of the case of the

Other agencies are similarly packaging shows at budgets con-siderably lower than that of last year.

year.

Generally, it's been found that
the higher-priced names are more
cooperative this season regarding
price, which has been a considerable factor in percenters' ability to
get out more reasonably priced
predictions productions

productions.

The sole reason for gloom in the talent offices is the lower level of business. Otherwise it's felt that the list of sponsor prospects is about the same as in recent years. They believe that radio will still be big business and the prophecies doom aren't warranted as yet.

# TV Set Prices

Continued from page 27 :

turn out some 600,000 sets in 1949 on its own. Now that RCA has an-swered the challenge, it's expected that Philco will have to plan on a similar 16-inch job, which may re-yise downward that set production

duce and sell the projected 2,000,-000 sets planned for 1949. According to Capehart's Nicholas, much industry research and production streamlining is being directed towards producing better sets for less money to establish lasting "name" appeal for that

sets for ress through lasting "name" appeal for that time when the consumer becomes more selective in his TV purchases. Capehart price cuts range from \$50 to \$200, made possible through economies effected by plant consolidation and production expansion.

sion. Abrams, in introducing Emer-son's new 16-inch direct view con-solic, which is set to retail at solic view of the set to retail at higher prices on the public's de-mand for large-screen sets. While some lower prices might prevail in the present lolinch sets, he said, the greatest interest will be in the larger screen models.

# Tele Chatter

Continued from page 26 ;

Conlon's Rhythmaires, Program will have film inserts.

CBS dickering with Joshua
Shelley to return to New York for a live video series based on "The Wizard of Oz"... Harold Nebenzal

son of film producer Seymour Nebenzal, organized West Coast Productions with Joria Curtright and Albert Jaeger to make vidfilms in which Miss Curtright will star

.. Benay Venuta fe m c e e i n g KTTV's "Sllent Partners" charade show at \$25 per weekly appearance, indicative of the low talent ance, indicative of the low talent scale on the Coast. Show, inci-dentally, is the third charactes of fering on Coast telestations, others being "Pantomime Quiz," KTLA KAY CHARACTER COAST OF THE COAST OF THE COAST OF THE COAST OF THE WAY CHARACTER OF THE COAST OF THE WHICH DESIGNS OF THE STATE OF THE STATE OF THE WHICH DESIGNS OF THE STATE OF THE STATE OF THE STATE OF THE WHICH DESIGNS OF THE STATE OF THE STATE

which Eclipse Productions will urn out. Unrn out. We way as production coordinator for KLACTV.

Ha Roads IT, changed the name of his telepic production unit to the production will be seen to be seen

# Chicago

Chicago
Swift Show (Lamp Ross) originates at the Morrison hotel here
Jan. 13 . . . Art Churvis, former
account exec with Churvis Adv.
group to the control of the control o

# Crosby

Continued from page 21 2

NBC's plan to rebuild its Sunday powerhouse, and the spleen would be vented on those deserters, Jack Benny and Amos 'n' Andy. May Yank Heidt

Horace Heidt may be moved out of the "No. 1 spot on radio" if his rating doesn't pick up. He's in there for 13 weeks; on probation, that is. Crosby, it is said, doesn't like the idea at all of giving battle to Benny.

that is, Crosby, it is saud, ocean; the the the at all of giving battle.

No one in the know is writing of Paley's Hollywood visit as a social call just because he's bringing adough the missu, recently accolar-along the missu, recently accolar-along the missu, recently accolar-along the many functions staged in their behalf but those are for the affect, and the summary and he lings with radio and the summary and the su

# ABC-TV

Continued from page 27 = continued from page 27
other advertising medium, there is
no substitute for experience." Web
pointed out, in this respect, that
many of the advertisers who withdrew temporarily from video for
one reason or another "have either
returned with bigger budgets, or
are planning to return within the
very near future."

very near future."

"2. Now is the time to reserve valuable time franchises." Brochure states that the number of cream time periods when the full attention of an audience can be captured is far less than in radio and, in addition, TV station facilities are considerably fewer than radio,

radio.

"3. Advertising competition must be met." Of the 21 largest U. S. advertisers whose products are acceptable for sponsorship on TV, 19 are already users of the new medium. In addition, many advertisers are coming in who have never used radio.

"4. TV set ownership is predominantly in middle and lower income groups."

come groups."

"5. Present TV markets already account for 40.4% of annual U, S. retail sales."

"6. TV is a great medium for public relations." This can be accomplished through tieins with dealer associations, etc.

Evening Hour Advantage

Evening Hour Advantage
"7. High ratio of TV sets-in-use
means steady advertising impact."
According to C. E. Hooper, tele
gets "about 100% higher set usage
during the evening hours than
does radio."

does radio."

\*\*8. Large number of viewers per set means greater circulation in TV. This seconding to the browners between the second of the browners was second of the browners with the second of the browners was second of the browners per set.

\*\*9. Television deliver's exceptionally high definitieation of adversally high definitieation of adversally high definitieation of second of the browners was set of the period of the browners with the people" show with a second of the browners was set of the browners with the people with the people was a second of the browners with the people was the browners with the browners was a second of the browners with the browners was a second of the browners with the browners was a second of the browners with the browners was a second of the browners with the browners was a second of the browners with the browners was a second of the browners with the browners was a second of the browners was a s

"10. TV commercials are highly acceptable due to entertainment and interest value."

and interest value."

"11. TV, Separally, provides the lowest-cost method of actual product demonstration today." Average demonstration expense of a cut as the state of the s

# WGAR'S SHX PROGRAM

Cleveland, Ja-A six-week program ser lucation has been A six-week program see an education has been will be a social Protection of the Cleveland Wellar and the control of the Cleveland Wellar and the control of the cleveland Wellar and the control of the c

# AFRA Continues Strike Vs. Atlanta's WATI. As Govt. Mediators Move In

Atlanta, Jan. 11. Atlanta, Jan. 11.
Strike of members of America,
Federation of Radio Artists employed by WATL, 5kw Atlanta Indic, operated by Atlanta Broadeas,
ing Co., entered 12th day today
(Tues.) with both sides adaman,
ing Co., entered 12th day today
(Tues.) with both sides adaman,
and the strike of the strike adaman,
hours, but has managed to
thuse to the strikers, five announcers and
one music librarian, and eight cogineers, who are respecting picket
lines.

Enteres, who are respecting picker
Ed Senkeinger, national vep of
AFRA, is here and handling interests of strikers. He says AFRA's
contract, with WATL expired May
contract, with WATL
expired to a sign of the contract
contract, with the contract
contract, with the contract
contract may contract
contract may contract
contract may contract
c

# Duncan Ouits WLWT

Juncan Quits WLWI
Cincinnati, Jan. 11,
J. R. Duncan has resigned as director of engineering for WLW7,
considered to the considered to the conwith Crosley's television distretawith Crosley's television distretation of the considered to the conShouse, president, was over "differences of opinion in handling
engineering problems that could
not be reconciled."

Duncan said he will take a va-cation before making a new affilia-

# **Documentaries**

Continued from page 21 z

long documentary dealing with American politics. Pete Lyon is doing the scripting and it will be written around the life of a single Congressman.

Congressman.

In the third documentary of the year, "The Cities of the World" the problems of UN and UNESCO, in terms of an International Citien, will be projected, in a bid p show that peoples of all nations can get along together. Exact format on this has not been set as

The documentary on penology will explore the wisdom of re-educating our society to penal re-forms.

forms.

A news-documentary technique will be used on what is probably the most ambifitions hour production thus far attempted by the web—that dealing with U. S-Russian relations.

Werner Michel, head of the documentary unit, will produce the series.



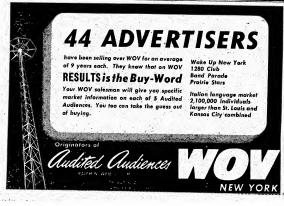
"On an Island with You" Every Felday No. 5:30 E.S.T. Mgt.: LOU CLAYTON

PURLICITY WRITER SOITORIAL STAFFER

ground M phases publication pathletts and permotion writing out a Sperdeneyd in book re-resis, theatre, introctising fields Koherr Wronker, M Charles New 5 arks 14. (H. 2-7825.

# TOP QUALITY

Staff announcer and personally disk lockey looking for new office tion. All details in first letter. Box 1949, Variety, 154 W. 46th St New York 19, N. Y.



# **Inside Television**

President Truman's hall-hour "State of the Union" address, large-screened last week to the N. Y. Paramount theatre's mathree audience, net with a mixed reaction from a comfortably filled house. Younger payees were visibly residess after the novelty wore off while those who payees were visibly residess after the novelty wore off while those who was reached to the payees were visibly residess after the novelty wore off while those who was related to the payees. Although the Capitol scene was reproduced fairly well, a steady horized the payees when the payees well as steady horized the payees when the payees well as the payees well as the payees when the payees well as the payees when the payees well as the payees well as the payees well as the payees well as the payees when the payees well as the payees were as the payees well as the payees well as the payees well as the payees were payees were as the payees well as the payees were payees were

NBC performers are guesting on CBS' KTTV under a strange cross-plugging problem. Guestints started Sunday (9) when Hal Peary ("Gildersleve") appeared on the Jack and Patty Meakin teleshow. Lillian Bandolph, who plays "Birdie" on the Gildersleve airer, follows next Sunday 109 and Walter Teller, the "Leroy" of the NSC layout, comes on the Lower Carlotte Carlotte Carlotte Carlotte Carlotte formedship to Meakins. Jack Meakin is musical director of "Gilder-frenchiship to Meakins. Jack Meakin is musical director of "Gilder-

To CBS Television Staff

Walter Hart, former legit and

ping a list of six additions last week to the staff. Richard Link-

# HARRIS TO LONDON RE Hart Heads Six Additions CANADA THEATRE TV

Toronto, Jan. 11. films producer and director, has Hanis, television been signed to serve in the same capacity for CBS television, topchief of J. Arthur Rank's 166 theatres in Canada, and general nager of Gaumont-Kalee, Odeping a iss of its acondons as week to the staff. Richard Linkroum until now program manager as a spondined a TV director, and a done peyser and Kenneth Redford were upped from associates to full directors.

\*\*Name of the state of the staff of the sta manager or caumont-race, our on's film projectors and TV equip-ment subsidiary in this country; planed from here (11) for Lon-don, for further first-hand study of Rank's theatre television sctup

development.

Harris expects to spend a fortnight in Britain but is ready, in
the interim, to hop back to Canada immediately by plane should
the Canadian Broadeasting Corp.,
federal control board of television
in Canada, filek the greenlight for
TV in the Dominion's filmhouses.

# Vidor Shifts to Video

Hollywood, Jan. 11.
First top film director to switch his activities to television is King Vidor, who is prepping a 26-episode vidpic serial. He'll produce and dor, who is prepping a 28-episode didpic serial. He'll produce and irect.
Tentatively titled "Happy Acres."

Pittsburgh—Charles M. Kerns, Jr., head of production department at WJAS, has resigned to freelance tocally as a radio producer-writer.

# Pitt Plans No City Tax On TV-Equipped Tayerns

a 1-aujupped laverns.

Asked for a ruling. Pittsburgh Jan. 11.
law department said there would be no dly amusement tax for local munity now levies a 10% excise on all places of amusement, and bar owners contemplating TV were been used to be a contemplating to the contemplating to t

# **FCC** Report

totaling 353, during the fiscal year almost equaled the number (385) for new AM facilities. Applications for FM stations (167), it noted, were less than half the number for tele-

The Commission stated that FM

less than half the number for tels.

The Commission stated that FM broadcasting continued to expand during the fiscal year "and furnished a considerable portion of the property of the proper

# CIRCLING THE KILOCYCLES

Bosten — George Graves, whose "Home and Garden Newes" is a Wickligan to participate in horticultural conferences. He will be on the faculty for the 20th Annual deners held by Ohio State's department of Horiculture, and a panel member at the Sixth National single.

Philadelphia — Alex Rosenman, commercial manager of WCAU, currently vacationing in Klorida, has been upped during his absence. Now in charge of AM sales, Rosenman has been placed in charge also of television sales for the station's video affiliate, WCAU-TY.

Philadelphia — Norman Black, musical director of WFIL and the affiliated inquirer stations, has been named manager of the 20th Century School of Music, in charge of three departments—wiolin, orchestras and conducting.

Chestras and conductive and consultation of the control of the con

Kansas City—KCKN goes into 1949 with five sponsors who have pend the freight on programs on the station for 10 consecutive years. These are Feld Chevrolet Co., Kuluva Department Store. Davidson Dodge Motors, Kat Drug Co. and Interstate Moving & Storage Co.

Minneapolis — KUOM, Univer-sity of Minnesota station, has laumched new series of Tuesday afternoon music broadcasts featur-ing Minneapolis Symphony or-chestra musicians and talent from University music department. manched new series of Tuesday

tternoon music broadcasts featuring Minneapolis Symphony on
hestra musicians and falent from
hiversity music department.

Minneapolis — WCCO Saturday

Minneapolis — WCCO Saturday

(8) launched new hour-long Satur-day afternoon participating pro-gram featuring Darragh Aldrich, novelist and playwright and a vet-eran of recentiv-ended weekday hair-hour chat session. MC will be Staffer Bill Wigginton, show will wiews, farm visits, music and give-nways.

aways.

Boston—Virginia Nowell named to publicity post at WCOP, labks ABC outlet. She will replace Caroline Harrison, who has resigned to accept position at Boston San Antenies—Bdgar T. Bell has been named manager of KTSA here succeeding George W. John-been amed manager of KTSA here succeeding George W. John-did bib to entre private indiustry. Gene Autry, cowboy singing star radio bit or entre private indiustry. Gene Autry, cowboy singing star of sereen and radio whose purpose of sereen and radio whose purpose to be a series of the property of the prop

Nashville—Tom Stewart, formerly of the station production star,
has been maned publicity and probeen announced by John H. DeWitt, Jr., president. Joining WSM
in 1935, Stewart has served in
many capacitles, having been announcer, continuity editor, producer and director of FM operations.

Kokomo. Ind. — Joe Jordan has resigned as veepee and general manager of the Kokomo Biosadeasting Co., operator of WKMO. Kokomo, to become general manager of a new station in Logansportant, to be operated by the working the control of the control



# long term gains OIshort term gains

# HOW TO MEASURE A NETWORK

As radio has grown, so have the techniques of measuring a network's advertising efficiency...

And with each refinement of survey technique, NBC's No. 1 position in radio becomes more impressive:

More total audience—A weekly total of 3,700,000 more radio families in the evening than any other network, 2,900,000 more in the daytime. BMB—ADJUSTID TO DATE

More average audience—On a national basis, the average sponsored evening program on NBC attracts a 44% larger audience than on any other network. In the daytime, NBC's audience advantage is 22%, u.s. HODOTTANDOS

More popular programs—In spite of numerous program shifts throughout the years, NBC continues to have the largest number of the most popular programs on the air.

The present score—15 of the first 25. PROGRAM HOGGIFFALINGS—DECEMBER 15-21.

More advertising dollars—Advertisers in 1948 spent over seven million dollars more for facilities on NBC than on any other network.

More advertising efficiency—Using both time and talent costs,
NBC delivers 11% more homes per dollar than any other network
in the daytime and 10% more in the evening. Us Hoppinghalises

Such are the proportions of...

# NBC...America's No.1 Network



32

# From the Production Centres

# IN NEW YORK CITY . . .

Fred Allen's upcoming magazine bonanza: is 500-word Cosmopolism.
Fred Allen's upcoming magazine bonanza: is 500-word Cosmopolism of the control of the contr

# IN HOLLYWOOD . . .

IN HOLLYWOOD

Jack Benny had a close call last week when his car crashed into a wall at the Frianc club. He got off with a bruised knee but the chariot wall at the Frianc club. He got off with a bruised knee but the chariot for the Don Lee network after 11 years with the skein, mostly as an announcer. Scripting battery for Jerry Lewis and Dean Martin was shipped to Miami by MBC to study anties of the nitery team in action. William Expnon, radio head of the Himpirey agency, in town to William Expnon, radio head of the Himpirey agency, in town to Milliam Expnon, radio head of the Himpirey agency in town to Milliam Expnon, radio head of the Himpirey agency in town to Milliam Expnon, radio head of the Himpirey agency in town to Milliam Expnon, radio head of the Himpirey agency in town a finite charge of the state of the Arthur Charch, boss of KMBC, Casca and the Charges, on his 10-week carson is taking up all the tals, including line charges, on his 10-week carson is taking up all the tals, including line charges, of his 10-week carson is taking up all the tals, including line charges, of his 10-week carson is taking up all the tals, including line charges, of his 10-week carson is taking up all the tals, including line charges, on his 10-week carson is taking up all the tals, including line charges, or his 10-week carson is taking up all the tals, including line charges, or his 10-week carson is taking up all the tals, including line charges, and the charges of the talking up all the tals, including line charges, and the charges with International ReWill Vasiles was a second with Universal Becomptex with International Re-

deal.

Will Voeller merged his Universal Recorders with International Recording studios... Dick Joy: radio's only announcer-station work

Robert Studies and Stu



# WCPO Promotions Cincinnati, Jan. 11.

In turn-of-year promotions at CPO, John Patrick Smith changed from station director to assistant general manager under assistant general manager, under Mortimer C. Watters, who also is a veepee of Scripps-Howard Radio, Inc. Smith has been with the sta-tion II years after a decade in the Scripps-Howard newspaper divi-

ion. Glenn Clark Miller, a five-year man, stepped up from program di-rector to station director, and Earl Corbett, a staffer since 1940, advanced from assistant program di rector to Miller's former post.

Seattle—Dave Crockett is now program director at KING here, re-placing Fred Eichhorn, who plans to go into overseas public relations work for the government.



Raymond R. Morgan, has been turned over to Mutual for the solling job... Tom McAvity put two shows on wax: a quizzer with Wendings at sense, and "The Fireman's Daughters' starring William Fraw-Miles as enesse, and "The Fireman's Daughters' starring William Fraw-Giscussing with John U. Reber plans for the development of televidion programs... It all Kemp, now of Dancer, Fitzgerald & Sample, around to see that Alan Young gets off to a good start for Tuns....John Hiestand Leed up his new variety show, "Sing For Youn Supper," on KECA casters Association is seeking Governor Warren's support of a bill being drafted that would exempt stations from libel action in political speeches and ad lib remarks beyond their control....Norman Tyre, radio attorney, hospitalized following heart attack.

# IN CHICAGO . .

IN CHICAGO

Larry McDonald, formerly of WDZ, added to WLS farm program department. Curley Bradley, who plays the title role in Mutual's "Tom Mix," and Mary Afflick, producer of the series, were wed Sun. Curley Bradley, who plays the title role in Mutual's "Tom Mix," and Mary Afflick, producer of the series, were wed Sun. Curley Bradley Brad

# Station Rens

stations of similar character. We therefore desire to be free to ac-cept representation for some of these stations."

Prohibiting networks from engaging in the national spot business, he said, would "have the immediate result ... of depriving the broadcasting companies of substantial revenue which is available for development of radio and television"

No Keen Competition'
Murray B. Grabhora, Vice-president of ABC, opposed adoption of
any rule prohibiting a station from
free choice of its national sporterpresentative. Declaring that the
two fields—station reps and network operation—supplement each
other, he minimized the "keen
competition" supposedly existing reen them.

between them.

C. Bennet Larson, veepee of WCAU, Philadelphia, CBS affiliate, testified that many stations feel their representatives are handling too many accounts and are thereby prevented from giving maximum service to the individual station. He said WCAU would be concerned if the CBS radio sales division was "spreading itself too thin."

division was "spreading itself too thin." attement read in behalf of Lawrence Phillips, director of Dumont videos not presently not provided the pro

# 'HURRAY FOR PLAY' TO SPREAD ON ABC WEB

"Hurray For Play," ABC-TV's most widespread show to date, preems March 6 on all stations ln the east and midwest connected by coaxial cable and will be transcribed on film for showing the following week on a number of other outlets for a mass distribution of 20 stations, Half-hour show

tion of 20 stations, Half-hour show is to star lan and lage Martin and will be backrolled by the Toy Relies and aground the Martin, who played one of the leads in the recent Broadway mu-sical click, "Finlan's Rainbow," in leads in the recent Broadway mu-sical click, "Finlan's Rainbow," in the Company of the Company of the man a small New Emphasism of the man as a man and the company of the star of the Company of the Company for kids from three to 12. Council for kids from three to 12. stress on instructional a tional toys selected by the for kids from three to 12.

# BBD&0

ed from page 23

Continued from page 22

picture. The threatened withdrawal of Al Jolson from Krutand Allen from the Ford Dealers
will dent JWT's stature will funther. Y & R has made some recovery from the 33% off-depression that hit he radio department
a couple years back, but it's a farrry from the days when it boasted
27 coast-to-coast network shows.

No. 1 Agency Mon

No. 1 Agency Man Meanwhile, BBD&O has hit the bigtime with such impact that, in the wholesale CBS-NBC vering and counter-maneuvering sock Sunday night programming sock Sunday night programming who held the master key to virtually all the vital shifts.

and microwave relay. The other is by detranserptions (motion by the continued of the programs as the possible of the programs as the proceed with the programs as the programs

# WMEX

of the FCC, conducting the hear

ing, stated that the dissemination ing, stated that the dissemination of horse-realing news is not prohibited by Massachusetts law, but the state of the stat

Inquiry also involves the cop-porate structure of the Northera Corp., operator of the station, and the company of the station, and see are, when the stock the own-set are, when the stock of the application of Alfred J and William S. Pote and Antoinnette lovanna for permission to acquire additional interest in order to ob-tain majority control.

tain majority control.

Testifying in behalf of the station's contribution of free time for
public service and charitable afpublic service and charitable afpublic service and charitable afpublic service and charitable afpublic of internal Fevenuc; Mayor
Reynolds of Everett, school committeeman Daniel J. McDevitt and
other politically influential people.
The station programs a weekly
taik by Mayor Curley.

# **ABC** Slashes

month, and in the newly-announced organizational revamp, which finds Charles (Bud) Barry remaining east as veepee in charge of overall tele operations (revealed on the eve of his scheduled departure to head up Coast operations for ABC).

ABC).

General impression in the trade is that board chairman Ed Noble is still anxious to unload 'ABC, preferably to a film company (previous dickers for 20th-Fox's acquisition fell through) and that his biggest talking point will obvious! be his expanded television empire, and not radio.

pire, and not radio.
Under the new executive personnel realignment, Paul Mowrey will continue as autional director of television for the web. Ernest Lee and the continue as autional director of television for the web. Ernest Lee and the continue as autional director of television for the web. Ernest Lee and the continue of the conti

Frank Samuels, ABC Coast sales manager, will take over as acting head of Coast operations in the job originally intended for Barry, with likelihood that in a short time he'd be officially designated, minus the "acting."

# AVAILABLE REEN-PLAY WITH SCRIPT-WRITER HOLLYWOOD SCREENPLAY CREDITS

DREOUS

DREOUS

TELEVISION FILM-SCRIPT

CREOUS

LIVE TREEVISION SCRIPT

CREOUS

DOCUMENTARY and
EDUCATIONAL PILM-SCRIPT

CREOUS

NETWORK HADDESCRIPT

NETWORK HADDESCRIPT

OREOUS Now writing film scenarios or New York but with FREE TIME for FREE-LANCE War

AVAILABLE BDX 175 154 W. 46th St., New York 19 \* \* \* \* \* \*

# FOR RENT

Desirable Office Space NEW ELEVATOR BLDG. 2 FLOORS-2 300 FT. EACH

143 West 51st St., N. Y. C. 1/2 BLOCK FROM RADIO CITY POSSESSION FEB. 1st

Circle 6-9400

EXPERIENCED TELEVISION WRITER-PRODUCER

mmerciale since 1045. Heavy sing, Minute Morie experience, r network programming, script liting. Consumer-goods con-senses. 143 TV commercials a mitable Pol. 1 mercials. film or parkage producer, Bax 350, 154 West 46th Street, New York 19,

# On WCAU you're in Philadelphia



High-powered WCAU-TV (equivalent of 50,000 watts) puts your high-powered product demonstrator right into the same room with thousands of prospective customers in this television-minded city with the 2nd largest TV market\*.

CBS affiliate.

\*100,000 sets.

THE PHILADELPHIA BULLETIN STATIONS

AM FM lighters. Inasmuch as none but the jof originality, falls too freque top swooners have been able to into the cliched line and path hald on the regulation length ulation.

radio shows, a short-term teaser is probably the best way of present, ex-con who doubles between ring this type of singer. On this imper a curdy store and rate program. Desmond is able to make the same that the program is the same that t

program, Desmond is able to make a good impression with a pair to make the writte of eliminating fancy production. He's able to sing his tunes with good backing by the Tony Mottola trio and make the grade on that score alone. His renditions of "My Darling" and "S Wonderful" filled the bill admirable.

ably.

End commercial is done by a femme voice which provides a nice contrast to the predocinating male motif.

Jose.

LITTLE HERMAN
With Bill Quinn, Cameron Prud'homme, William Pod more,
Barry Thompson, Edwin Bruce;
Barn Benddeen, amouncer
Director: John Wilkinson
Producer: Dorothy B. McCann
30 Mins: Saturday, 9 p.m.
CHESEBBOUGH MPG.
ABC, from Erickson)
This new comords-mayery after

(M.Cann. Erickson)

This new comedy-mystery airer is a promising offering to brighter is a promising offering to brighter aBC's Saturday night lineup. Series, judging from the preem to be a proper of the preem of

1949

Resolve

**'Dear Emily Post"** "Taxi! Taxi!"

TELEVISION PROGRAMS East 49th Street, New York 12

ART MOONEY'S

> MESSAGE TO RADIO AND **VIDEO**

See Pages 32-33

AT LIBERTY SAMUEL J. FLUGELMAN

DEAR AL:

Sure I heard Jan August. That must be a gimmick he uses in the piano. Did you see this week's Variety, page 52.

JOE

of originality, falls too frequently into the cilched line and pal stimulation of the cilched line and cilc

"PLYMOUTH ROCK 1949"

"PLYMOUTH ROCK 1949" (Transerbed) With Ray Middleton, I. Zir Orch Producer: Ted Hudes 15 Mins. Wed (28); 2:45 p.m. The Cittiene Gommittee on Displaced - Persons is out to correct one of the mistakes of the late 80th Congress with a well-produced transerbed show pleeding people excluded by Congressional action.

swenty dirring series of tunes in the best folk-song manner. The songs compare the current crop of with those that came in on the Mayflower, who according to the with those that came in on the Mayflower, who according to the present of the series of the

With David Ross
Producer: Phil Tonken
Director: Harry Everett Goodman
18 Mins., Sun. 12:45 p.m.
DOLCIN
MBS V

MBS, N. Y.
(Victor Vanderlin) MBS. N. Victor Vandurin)
The term disk-pockey can apparently encompass many varieties of platter pilots. The calling has been tried by all types of person to the platter pilots. The calling has been tried by all types of person to cross—each with a show that has its own qualities. Latest in this concept of the platter o

standard: In radio.

Ross does a series of readings designed to set a seene in preparation for a recording. The bit of ner-dance as a prelude to "Bed in the Beguine" and a run-through of positic bits preceding other to be provided to be a preluded to the prelude

BILL WILLIAMS SHOW BILL WILLIAMS SHOW
Bill Williams, Martha Wright, Ar
Malvin, Emerson Buckley Orci
Producer: Frank McCarthy
Director: Arthur Van Horn
Writer: Bill Williams
30 Mins, Thurs, 8 p.m.

WOR, N. Y.
There's an inevitable similarity
between WOR's experiment with
Bill Williams and CBS' handling of
Robert Q. Lewis. Both are from
disk jockey ranks and both go in
for satire. The Williams show is

not an intentional copy of its predecessor, a it ho ug h the similar background of both has probably because of the second of th

Foster on subsequent shows.

Jose.
GET MORE OUT OF LIFE
With Jane Jordan, Sydney Walton,
manouncer
With Jane Jordan
Jorda

all adds up to an interesting sealon gazed strictly for the distance of the control of the distance of the control of the cont

# Followup Comment \*\*\*\*\*\*\*\*\*

Alired Lant and Lynn Fontame transferred their thousand transferred their transferred their transferred transferre

uations to make fine radio fare, and is a refreshing step away from the usual script restrictions hob-bing the industry.

"Red America" is best summed up by a remark of an official of the Associated women of the ing on the short of the ing on the short of the ing on the show, which resumed on NBC Saturday (0), she termed it a "farmers' Information Please" to the short of the short of

as well as to farm addiences.

Quartel of contestants, three
men and a lone woman, were on
the receiving end of such queries
as "Why is pork so, high if pigs
wit eat anything?" is it love at
and "What do you think of President Truman's foreign policy?" On
the latter one participant doubted
that it was on a sound basis while
another felt that he heart.

A Mrs. Rosabelle, Stron. of

lare of the farmers at heart.

A Miss. Rosabelle Stroh. of
Parker, Colo., topped her competitors to become "farm champion of
prize to boot. On the whole the
show, as hast season, appears to be
well organized and operated or, an
number of kessen quizzen that clutter up. the kilocycles. NGC
should garner ample hinterland
goodwill as the result of "RFD
America."

# Spike Jones

cry from his broadcasts of last year's Jones might have been a guy named Spayd for all the resemblance it had to the zaniness aguy named Spayd for all the resemblance it had to the zaniness that the spay of the

# **WEEI REVAMPS SALES** STAFF WITH UPPED BIZ

Boston, Jan. 11.
Terrific sales records of WEEI,
Hub's CBS outlet, has necessitated
revamping of sales force duttes.
Shuffling involves Guy Cunningham, director since 1942 of sales
promotion, to national sales of the ham, director since 1942 of sales promotion, to national sales dept, where he will be WRETs contact thought the sales of t

Cleveland—Howie Lund, long absent from his disk jockey post, returns to piatter twirling over

# WOR DIMS 'SPOTLIGHT' AS N.Y. MIDNIGHT SHOW

WOR, N.Y., has finally decided it has had enough of experimentation on its midnight "Spotlighting New York" show (originating from night spots in Manhattan) and has given it up as a bad job after a couple

it up as a bad job after a couple of months.
Originally Harry Hershfield went into the show, then Benny Rubin, and finally Dan Healy. Consenss, of station exces was that the show still lacked the proper personality to wrap it up, and coin-wise it wasn't making much sense.
Show faded after last Saturday's Chocadeast, Station has gone back to remote band pickups.

# Wilkey Upped at WCCO To Asst. Gen. Manager

Minneapolis, Jan. 11, Gene Wilkey has been named by Merle S. Jones, general manager of WCCO, assistant general man-ager for the station, Twin Cities ager for the

GBs outlet.

Wilkey has been with WCCO
since Jan. 31, '44, when he was
named assistant program director,
Here are a successful program successful programs around WCCO
successful programs around WCCO
talent, including a two-hour Saturday uight series which has captured plenty of attention.

Prior to WCCO connection he

Prior to WCCO connection, he was with WDOD, Chattanooga, where he was program director. He is a graduate of the Univ. of Chattanooga.



You'd think Thomas Moore, the Irish poet, had been talking to some of our advertisers when he rhapsodized,"Music! O, how faint, how weak, language fades before thy spell." For it is music that keeps more than half a million New York families tuned constantly to WOXR and WOXR-FM . . . so constantly. no other station reaches them so effectively. These families love good things as they love good music ... and can afford to buy them, too. That's why advertisers seek them out as the most profitable part of this biggest and richest of all markets. May we help you find them, too?



RADIO STATIONS OF THE NEW YORK TIMES



makes it the West's Year in Television

A year ago this month, NBC

announced the opening of Network Television with a report to the
nation, published in newspapers from coast to coast.

Today, NBC announces the most significant development since then in its television expansion—the opening of its key West Coast station... KNBH, Hollywood.

KNBH will be the exclusive outlet in Southern California for NBC programs. The resources of the entire Network, the creative talent of all Hollywood, will be at the disposal of its experienced production and technical staff.

At the beginning, KNBH will serve the swiftly-growing audience in America's third-largest television area, its third-largest market area. It will also originate programs for viewers elsewhere—first through Kinescope recording facilities, later (as connecting links are completed) for a Western Regional Network, and ultimately for a Transcontinental Network.

In announcing the opening of the NBC Television Network a year ago, we invited advertisers and agencies to join with us in the development of the world's greatest means of mass communication—and the most effective sales medium yet devised. Today, in announcing the opening of KNBH, we repeat that invitation to all who recognize the importance of Southern California as a

production center
—and as a
market.

# ORENING JANUARY IS KNBH CHANNEL 4

Studios: Hollywood's Radio City,
Sunset and Vine
Transmitter: Mt. Wilson, Altitude 5,780 ft.

NBC Television

The National Broadcasting Company A Service of Radio Corporation of America

# **Beefs Over GAC Takeover of Morris Bandsmen Seen Cueing AFM Action**

American Federation of Musiians may take a hand this week in the situation involving the even tual dissolution of the William rris agency band department if the attempted transfer of its and properties to General Artists pp. AFM has had numerous complaints from leaders under contract to Morris and is said to have prom-lsed that a move would be made to alleviate the situation.

lead that a move would be made to alleviate the situation.

Loudest complainant have been considered to alleviate the situation.

Loudest complainant have been considered to sign GAC management contracts and have been refused reases by Morris All others that releases by Morris All others that releases by Morris All others that releases from Morris pacts, including Red ringle, Del Courtney, et al. Basic sit treatening to break up his band with the strength of the situation of th

Despite the fact that the recal-citrant leaders have accepted GAC bookings they have continued to complain to the AFM.

Row Set for He

# Coin Machine Institute To Air Tele's Inroads At 3-Day Chi Powwow

Chicago, Jan. 11;

Chicago, Jan. 11.

Annual convention of Coin Machine Institute will find at least 1,000 columen attending sessions at Sherman hotel, Jan. 17 through 19. Threeday meet will find juke box operators moaiting about declining sales of the past year, with the sales of the past year, with the blame. Record companies apparently aren't hepped up about the meet, since five waxeries will exhibit, the sales of the sa

Record companies apparently aren't hepped up about the meet, since five waxeries will exhibit, compared to the 30 companies reported to the second se also be tossed a ous conventions.

# MINDY CARSON GIVEN OUT ON DISK PACT

After months of negotiation, Mindy Carson secured a release last week from a Musicraft label last week from a Musicraft label recording contract. In return, she was forced to forego whatever royaltles due her from past sales, which gave her one cent a, side during the first, year and 5% of the retail price during the second. She's negotiating with two other frms.

She's negotiating with two other firms. Miss Carson is now at the Pea-cock club, Jacksonville, Fla., and thercafter goes to the Belleville club, Clearwater.

# Martin's 'Tenement Symph' Gets U.S. Release by RCA

uets U.3. Release By NLA.
RCA-Victor is releasing "Tenement Symphony," by Tony Martin, a disking the singer made in Bragmould not release, here during the would not release, here during the American Federation of Musicians ban. Martin had cut the tune before the British Musicians Union force the British Musicians Union force the British Musicians Union in making masters or background in making masters or background music for U. S. consumption, but the two-aided recording was not the Victorian of the William Control of

the two control of the ball of

# Dorati to Mpls. Symph

Minneapolis, Jan. 11.

Antal Doratt, Hungarian - born-year old Dallas Symplechestra Antal Doratt, Hungarian - Dura & year old Dallas Symphony orchestra conductor, has been chosen Minneapolis Symphony or-chestra conductor. He succeeds Dimitri Mitropoulos who resigned to become one of the permanent New York Philhar-monic orchestra conductors.

# W. A. BUCK OPERATING V.P. FOR RCA-VICTOR

Walter A. Buck was named operating vice president of the RCA-Victor Division of RCA. He becomes assistant to John G. Wilson, executive v.p. of the organization and filling a spot that Wilson once held minself, when Frank Folsom, was head of the RCA according to the property of the PCA according to the

Buck, a retired Rear Admiral in the U. S. Navy, moves over to his new post from the presidency of Radiomarine Corp. of America, another RCA arm. He took that spot last March, fresh out of the Navy.

# Row Set for Hearing

Washington, Jan. 11. Supreme Court has agreed hear an appeal in the row between the Alien Property Custodian and a New York State-appointed receiver for assets of AKM, licensor for musical performing rights in Austria. The Federal Government has won in the U.S. Court of Appeals in New York.

Case involves funds held by ASCAP under a written contract for royalties between ASCAP and AKM, Henry M. Propper, appoint-ARM, HERTY M. Propper, appointed receiver by the Appellate Division of the New York Supreme Court, seeks the funds, claiming that the Federal Government is invading the jurisdiction of New York State.

Attorney General Tom C. Clark, who controls the Office of Allen Property Custodian, claims the right to vest any interests of AKM as an enemy allen.

# VARIETY **Best British Sheet Sellers** (Week ending Jan. 6)

(Week ending Jan. 8)

Hutons and Bows. Victoria
When You're in Love. Wood
Galway Bay. Box & Cox
So Tired
Connelly Cuckoo Waltr. Keth Prowse
Counto le Gusta. Souther
You Can't Be True. Chappell
Slow Boat to China. Morris
Cuckoo Waltz. Keth Prowse
Romon Land Control
Romon Control
Rom

# Second 12

Anything I Dream ... Reid La Vie en Rose ... Gay All Dressed Up ... Cinephonie Betty Blue ... Feldman Ah, But II Happens ... Moortin Ah, But II Happens ... Moortin Happens ... Moortin Balling the Jack ... FD&H Cool Water ... Feldman Heart of Loch Lomond . Unit Suble Bay ... Box & Cox Little Girl ... Connelly

# **Decca Rides Crest** With Plush String

Decca Records currently has one of the longest strings of hit records

it has achieved in some time. Starting with Evelyn Knight's "Little Bird Told Me," Bing Crosby's "Faraway Places" and "Galway Bay," Bob Crosby-Patti "Galway Bay," Bob Crosby-Pattl.
Andrews' "Pussy - Cat Song,"
Evelyn Knight's "Powder Your
Face With Sunshine," Gordon
Jenkins' "Maybe You"l Be There,"
Jenkins' "Maybe You"l Be There,"
"You Were Only Fooling," Mills
Bros. "Gloira" and the Carmen
Miranda-Andrews Sisters recording
of "Cuanto La Gusta," the company's presses have been working
of "Cuanto La Gusta," the company spresses have been working
sumer demand, put with the comsumer demand.

Not in a long time has Decca en ountered such a string of top sell-

# MILT KRASNY EAST

Milt Krasny, v.p. and general manager of General Artists Corp., gets into New York the end of this week from his post as head of the agency's Hollywood branch. He'll remain east an indefinite length of

Thomas G. Rockweli, GAC prez, is currently on the Coast on his semi-annual stay at his Monrovia, Cal., home.

# Jocks, Jukes and Disks

By Bernie Woods

Jocks, Jukes and Disks

By Bernie Woods

Harry Jumes "Love Your Magle Spell Is Everywhere" "Redigal Jump" (Columbia). James wax hasan't shome so brightly at these hard the property of the pr

commisses, perhaps from later ones. Brown, The Got My Love De Mills Brow, The Got My Love De Mills Brow, The Got My Love De Mouch It Hurts' (Decca). Let Brown's Columbia recording d'warm, and ferring Berlin abase d'warm, and bouncing beat armage et to cut. The Mills Bros, version is caucilent, a bouncing beat armage et al. Columbia and the second of the columbia columbia and pocks and tules alike fagueti, and jocks and tules alike fagueti une it extensively. Filoporer is audit drawing increasing attention. It too, will draw many spins, for it's a fine disk.

Platter Pointers

Gene Krupa's recordings of "Calling Doctor Gillespie" and "Up An Atom" (Columbia' are growed for Jock shows that lean toward jump and jazz, they're both fine pieces... For the opposite approach there's two lush recordings of '(Coltinued'on' page 49)

# 

Nay alien.

Cal., home.

Call., home.

Cal., home.

Cal., home.

Cal., home.

Cal., home.

Call., home. SLOW BOAT TO CHINA (11) (Melrose) FAR AWAY PLACES (2) (Laurel) (Perry Como. Victor Bing Crosby Decca MAYRE VOU'LL RE THERE (23) (Triangle)

	(Autre) Cagar
10. GALWAY BAY (1) (Leeds)	Bing Crosby Decca Anne Shelton London
Coming Up	
DOWN AMONG SHELTERING PALMS (Miller)	Sammy KayeVictor Jolson-MillsDecca
BELLA BELLA MARIE (Leeds)	Andrews Sisters Decca
PUSSY CAT SONG (Leeds)	Andrews Bob Crosby Decca Perry Como Victor
BRUSH THOSE TEARS (Peter Maurice)	Evelyn Knight Decca Barry Green Rainbow
SO TIRED (Glenmore)	Russ MorganDecca Kay StarrCapitol
IT'S TOO SOON TO KNOW (Morris)	Orioles Natural
GLORIA (Rene)	Mills Bros Decca Ray Anthony Signature
WHAT DID I DO (BVC)	Helen Forrest M-G-M Dinah Shore Columbia
SAY SOMETHING SWEET (Mills)	Ink Spots Decca
POWDER FACE WITH SUNSHINE (Lombardo)	Sevelyn Knight Decca
SWEET GEORGIA BROWN (Remiels)	'' (Primo Scala London
SWEET GEORGIA BROWN (Remick) FOOLS RUSH IN (BVC)	Billy Eckstine M.C.M
(Figures in parentheses indicate number at marks are	- b- b

(Figures in parentheses indicate number of weeks song has been in the Top 10.1 

# DISKERS GOING ROUND IN CIRCLES

# **Appellate Division Decision Gives Pubs Some Disk-Arranging Control**

Music publishers last week drewa clear picture of their rights in
the relation to the arranging of
common Man's Disk Jock
Disk jockey programs done clear picture of the region of

precedent.

Judge Goddard stated that in his opinion the publisher's right to control an arrangement of a tune existed only as far as it applied to the printing and publishing for sale of sheet conies, that the right did not apply to mechanical reproductions. He held that under the 1909 convertent Liu wither reproduction when the production is the production of the prod

not apply to mechanical reproductions. He held that under the 1909 copyright law "the reproduction on disks) need not be identical, in the control of the co

ey. Judge Hand returned the Circuit (Continued on page 47)

# Stan Kenton To **Study Medicine?**

Stan Kenton's future plans are more of a mystery than ever as a result of individual wires he discussed in the control of the

Common Man's Disk Joc Disk lockey programs done from niteries, lounges and sil, sorts of plush locations ap-proached the end of the skein of such ideas last week when of such ideas last week when the constraint of the case show to originate in the Ga-show to originate in the den Cafeteria, New York Spot is a super one-arm Joint op-posite Madison Square Gar-den. Courtney would interview hasn't figured whether to take it.

take it.

Courtney only recently halted a show done from the window of a restaurant near Radio City, N. Y.

# ASCAP's Tele **Rates Unlikely By Deadline**

It may not be possible for the American Society of Composers Authors and Publishers and tele vision interests to arrive at a rate structure for the use of copyrighted music on video before the March 1 music on video before the March 1 deadline set weeks back by the Society as the date its \$1 ave experimental licenses would end. There is much to be done in the seven weeks from now until the deadline. As a matter of fact very little has been accomplished so far, Whether ASCAP will extend the deadline isn't known even to So-

Jittle has been accomplished so far, Whether ASCAP will extend that deadline last't known even to So. Within the next week or two, lawyers for both ASCAP and felepople will meet to go over the sittle of the sold of the sol

# PHIL KORNHEISER HEADS MARKS' STANDARD POPS

Phil Kornheiser has joined Edward B. Marks music company as ward B. Marks music company as head of its newly created Standard Popular Department, a post similar to that which Kornheiser formerly held with the Big 3. New spot will be a separate operation from that of the pop promotion division, handled by professional manager. Harold Lee, but the two will work closely togethers, made of the Lee.

When Kenfon dishanded his orstra a while ago following a run
the Paramount theatre, N. Y., he
id it was due to the fact that
the rewere not enough places for
stype of a hand to work, that
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and trantermination of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transcription promotion, one of the
standards for recording and transscription promotion and transs

# CHOOSE UP SIDES

The forthcoming battle between Columbia Records and RCA-Victor to control the evolution of the recording industry, the first since the shape of recordings classes are considered from cylindrical to flat, broke out the shape of recordings classes are considered from cylindrical to flat, broke out considered to the comparatively new, but fast-clind Mercury label moved into the argument, which promises to be a lulu. Capitol sides with Victor and its new 45 rpm seven-inch disks, and considered from the comparatively mercury and the comparative for the considered from the considered f

sore or Columbia's 33½ Microgrove Long-Pisying platters,
—Capilol. has accepted. Wickor's,
blueprints for the production of
the company's newest development,
the company's newest development,
EACA expanisation by April I. Mercury has accepted Columbia patents and will be on the market
with a Microgrove disk "in the
very near future." Both companies
very near future." Both companies
twent and will be on the market
with a Microgrove disk "in the
very near future." Both companies
using a microgrove disk "in the
pleted arrangement with Ger
many's Tele-Funken, a recording
outfit companies to Vietor in this
country. Mercury had previously
count companies to vietor in this
country. Mercury had previously
rangement with Czechoslowkia's
Ultraphon, Esta and Supraphon,
which isn't nearly as large as TeleFunken.

which isn't nearly as large as Tele-Funken.

Capitol's toesing in with Victor and Mercary's move to Columbia.

And Mercary's move to Columbia.

Description of the Columbia and Victor in the pop-both in classical, could sway the blained toward whichever side it, joined, if it does join. So far, Decca has been offered both the has leaned toward neither. Jack Kapp, the company's president, as the columbia of the

# **New Crop of Beefs** On Release Dates

Now that recording is resumed publishers and disk manufacturers are running into the same old arguments over release dates. Leeds recently slapped a restriction disk and live performances of a new tune titled "No Orchids For My Lady" to minimize the effect of jumping the gun on the marketing of recordings of it before Feb. 1, which M-G-M did with a Billy Eck-

stine disk.

Cause of all the difficulty on the beating of release dates is the natural search for a hit in a reduced-sales market. A disker feets a bine search of the sales with the sales of the sales of the sales of the proper time set by the publishers, in hopes of stealing a march on rivals, It's a big head-ache all around.

# LOUIS ARMSTRONG IN MARDI GRAS ROLE

Louis Armstrong will participate in the New Orleans Mardi Gras pageant as the traditional "King of the Zulus," a signal honor. Affair takes place March 1 and Arm-strong's bookings are being ar-ranged to permit him to be in that area,

area.

Flamingo, Las Vegas, for example, agreed to move his opening back from Feb. 24 to March 10 to accommodate. Armstrong is now at the Blue Note, Chicago.

# RPM RECORDERS RCA-Col. RPM Battle Royal Cues **Hottest Trade Controversy in 20 Yrs.**

BG an AK to Kids

Hep kids who follow the fast-rising bop style of music give short shrift to the musical stars of pre-war days. They re-fer to some of the most revered jazz names in the busi-ness as "squares." Even Benny Goodman, long acknowledged as the greatest among jazz clarinetists, is shrugged off.

When it comes to talking about Dixieland and Chicago style names, end-from distactate gory anyone can take his pick from Eddle Condon's mod down or up, the youngsters walk away disgusted. They don't even bother to comment.

# **Bop Variations Alarming Pubs**; Add Up to Steals

are planning to put a stop to an increasing tendency by small bop and jazz combinations toward appropriating the basic melodies of standards for recording under standards for recording under original titles. It's claimed that many of the so-called "original" tunes being cut for indie labels-under all sorts of titles are too-close variations on valuable copy-rights. And the practice will be cut into before it goes too far.

rights. And the practice will be cut into before it goes too far. Into before it goes too far. published to the property of th

N.Y. RETAILERS' ADS

BACK COL\_PHILCO RPM

Retail dears in New York, who aren't too happy about the prospect of a behuddling array of any account of the prospect of a behuddling array of any account of the prospect of a behuddling array of any account of the prospect of a behuddling array of any account of the prospect of a behuddling array of any account of the prospect of a behuddling array of any account of the prospect of a behuddling array of any account of the prospect of the prospect of the prospect of a behuddling array of a great Benny from NBC. That apparently in behalf of Golumbia's including the prospect of the prospect

Nothing that has occurred in the past 20 or more years has so taken recording business in the past 20 or more years has so taken the past 20 or more years has so taken the past 20 or more years has so taken the past 20 or more years has been so that the past 20 or more years have the past 20 or more years have the past 20 or more years and years 20 or more 20 or more years 20 or more 20 or mo

is to the respective merits of the victor bally and the Columbia LP disk. If there will be a slambarg mutte between the two biggest manufacturers for public patronage is foregone. The two types of recording cannot be recorded and the columbia of the colu

(Continued on page 46)

# No Feud, Savs RCA's Folsom

Frank Folsom, recently named president of RCA, himself handled the introductory talk at the Initial showing Monday (10) afternoon of RCA-victor's 45 rpm disks. His first words emphasized that there the recent of the RCA-victor's the RCA-victor's the recent of the RCA-victor's t

Glen Gray Unmedack works!

Glen Gray talked with Music Announcement hung one on VicCorp. of America Monday (10) to r since it came on Monday (10) 
over the possibility of reorganizing morning, the day the latter's trade his orchestra. Leader may resume, laboving was skedded. Columbia work within the next month or so fed N. Y. dallies with stories on the in the event that an acceptable new seven-inch LP's which emphasiting of dates are available. Isseed the confusion that would rewinter after deciding that the problifems encountered in skyrocketting angle, which undoubtedly increased costs wasn't worth the road work.

All Rights Reserved);

1

ASCAP

Walking With My Shadow

Decca....

Four Knights

8

56

Brush Those Tears

On a Slow Boat to China. That Red Head Gal.... Here I'll Stay. Tarra-Ta-Larra Ta-Lar

5 Bing Crosby
1 Tommy Dorsey
8 Freddle Martin
2 Benny Strong

2 Buddy Clark

Eddy Howard

ន

Decca .... It's Too Soon to Know

Ella Fitzgerald
Julie O'Neill-Prom 4

Dinah Shore

. Lavender Blue

Columbia

Capitol. M-G-M

Benny Goodman Betty Garrett...

33

25 23

You're Too Slow.
Bella Bella Marie.
Dainty Brenda Lee. Down by the Station

Coral Victor Mercury

ort.

ville F

t é , C E \* Ant. 2 Ę

to t Phoe-

Char-

ŧ

7

WEEK

MANHON EPHON

BIR SAWyer-KWJJ

DICK Gilbert-KTYL

KAAR

ary mg

GNIW-noring any

JAN. 8

Del ROY-WAXW

# Kecord

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

# VARIETI

Weekly chart of the

Ratings and so disteners. This compilation across the nation and is well as those on top. Ramention, 9 for a neek to week to week to reserving. Pos. No. last weeks wk. in log

# ell's programs, as "most requested" by martien gathered from disk-spinners of those records resing in popularity as on the basis of 10 points for a No. 1 se point. Cities and Jockets will surpritter of all sectors of the country.

ENDING

Laurel Morris Berlin Lutz Bros Leeds Redra Karlett 1abet Smith

Redra Karlett Detect A Little Bird Told Me Brunne
Dinnis Kar Veset Columbia 10 a Slow Boat to China Melrose
Dinnis Shore Columbia Rafana and Bows Finnus
De Stafford-G MacRee Capitol My Darling My Darling My Darling My Darling My Darling My Morris
Seigh Mariett Detects Provider Fate With Sminhte Lombiatol Be Mine
Down by the Station
Forever and Ever Down Among Sheltering Palms. A Little Bird Told Me
You Were Only Fooling
My Two Front Teeth
My Darling, My Darling So Tired
Maybe You'll Be There.
Far Away Places
Buttons and Bows . You Were Only Fooling. Sweet Georgia Brown

.. The Pussy-Cat Song

Decca Decca Capitol Columbia

Decca. Supreme M-G-M

Les Brown

Evelyn Knight

Paula Watson

Spike Jones Doris Day-B. Clark

Blue Barron

Until

Victor. Decca.

2 Perry Como 0 Tommy Dorsey 2 Bing Crosby

Peter Lind Hayes

Lorry Raine

Kay Kyser

Margaret Whiting Evelyn Knight

Gordon Jenkins

40

Shaptic-B: ASCAP
Witmark ASCAP
Worker ASCAP
Remick ASCAP
Glennior ASCAP
Triangle ASCAP
Laurel ASCAP
Laurel ASCAP
Famouls ASCAP ASCAP ASCAP ASCAP ASCAP ASCAP Am. Acad. ASCAP
Robbins ASCAP
Santly-Joy ASCAP
S Miller ASCAP Southern ASCAP
PeterMauriceASCAP
Melrose ASCAP
Leeds ASCAP Lutz Bros BMI
Leeds ASCAP
Am Acad ASCAP ASCAP ASCAP ASCAP BMI ASCAP ASCAP ...Chappell. ASCAP ASCAP ASCAP Buttons and Bows Famous ASCAP You, You, You Are the One Campbell ASCAP ASCAF Leeds ASCAI Leeds Melrose Tarra Ta-Larra Ta-Lar. Don't Gamble With Romance.

The Pussy-Cat Song

Bob Croshy-Andrews Sis Decca Anne Shelton London Slim Gaillard M-G-M

Far Away Places
My Darling, My D
Say It Isn't So
Can't Sleep

On a Slow Boat to China.

Galway Bay

Anne Shelton.

Buddy Clark...

Brush Those Tears

I..... M-G-M... Fine Arts...

Ink Spots.
Johnny Desmond.
Sandy Sims.

....Victor . Victor

sammy Kaye ....

Gracie Fields Sammy Kaye

Oxford ASCAP
PeterMauriceASCAP
Johnstone-M BMI
Remick ASCAP

# Bands at Hotel B.O.'s Lombardo's 2d Post-Ban

	Hotel	Weeks Played	Past Covers Week On Date	i
- U Coleman Waldorf (400;	\$2)	13	1,950 7,450	
Gardner Benedict New Yorker	400; \$1-\$1.50)	5	7,425	ŀ
Guy Lombardo Rooseveit (400	(450, 61.50.60)	10	1,700 25,875	l
Frankie Carle Pennsylvania	(450; \$1.50-\$2)	2	1,650 3,600	١

<sup>.</sup> Waldorf, Margaret Phelan, McCarthy & Farrell.

# Inside Orchestras—Music

MCA and AFM Local 47 in Los Angeles are hassling over union emands that Freddy Martin pay his crew \$500 for an atternoon's rehearsal with new talent booked into the Cocoanut Grove. never before applied, was dusted off when Martin returned to the Grove in November. Orch rehearsed with Florence Desmond, Dorothy Shay and incumbent Carl Brisson. Understood Martin hasn't paid and didn't beef to union, preferring to call it to attention of Grove and MCA beef to union, preterring to call it to attention of Grove and MCA toppers, pointing out that he felt talent or noted should pay, rather than the band. Agency, in taking beef to the union, wanted to know why the rule had never been applied to Grove's rival, Bitmore Bowl, where it's known that Jan Garber also rehearses with each incoming show and hash been saddled with a rehearsal payoff.

haven't taken to the added overhead, so Tex Beneke has axed his 10-piece string section. Move cuts the weekly paper of the section of the se \$4,400. Beneke has been struggling with a 33-man crew for three years and the size of the outfit has proportionately raised the price operators have had to pay standby crews. As a result. Beneke hasn't played a single theatre date since he closed at the N.Y. Capitol last April. Current at the Palladium, Hollywood, Beneke heads out with the smaller crew Jan. 30 for college stands and one-nighters in the northwest and then resumes a theatre tour Peb. 25 in Omaha.

In booking the Biue Barron orchestra and the Inkspots to open to-morrow (Thursday), the Capitoi theatre, New York, bought itself an interesting problem. Both anness are prominently connected with the song hit, "You Were Only Fooling" and music men are waiting to see, who will do the song onstage.

Barrois McCam Tecording started-the-tune-toward-success and, as barrois McCam Tecording started-the-tune-toward-success and, as tiways happens, other companies jumped on it. Inkspots did it for pockea and their disking has achieved as much prominence as Barron's tune as much to Decca's superior distribution facilities as anything else, makes for a unique situation, with both arists on the same stageshow.

# 'RH' Logging System

Richard Himber's new development in logging broadcast performances lists tunce in the survey, based on four major network schedules. The survey based on four major network schedules. To be provided the provided by the prov

	Week of Dec. 31 to Jan. 6	•
	Song Publisher	ei P
	On a Slow Bost to China-Melrore	2
	My Darling, My Darling-*"Where's Charley"-Morris	9
	A Little Bird Told Me—Bourne.	ĩ
	Buttons & Bows	2
	Here I'll Stay-*"Love Life"Chappell	ĩ.
		1
	You Were Only Fooling—Shapiro	1
	Down Among the Sheltering Palms—Miller	1
	Cuanto Le Gusta—†"Date With Judy"—Southern	ñ
	Bella Belia Marie—Leeds	-
	Powder Your Face With Sunshine—Lombardo	-
	Until—Dorsey Bros.	
	Far Away PlacesI.aurei	-
	Pretty Baby—Remick	1
	Pretty, Baby—Remick So in Love—"'Kiss Me Kate''—T. B. Harms	1
		- 3
	I've Got My Love to Keep Me Warm—Berlin What Did I Do—?"When My Baby Smiles At Me"—Triangle	
	What Did I Do- "When My Baby Smiles At Me"-Triangle	- ;
		-
	In the Market Place of Old Monterey—Shapiro	
	Little Jack Frost Get Lost—Spitzer	. 1
		81.9
	Say It Isn't So-Berlin	
	Hold Me—Robbins By the Way—†"When My Baby Smiles At Me"—BVC	
	The Division My Baby Smiles At Me"-BVC	,
	The Pussycat Song—Leeds	1
٠	Gaiway Bay—Leeds	J
	I Love You So Much It Hurts-Melody Lane	Ų,
	Maybe You'il Be There—Triangle	
	That Certain Party—Bourne Bouquet of Roses—Hill & Range	. !
ò	Britch Those Trees France	V.
	Brush Those Tears From Your Eyes—Leeds Look Up—Patmar	- 3
	A Tree in the Meadow—Shapiro	
		•
	Sun Flower—Famous A Bluebird Singing in My Heart—Advanced	- 1
	A Biuebird Singing in My Heart Advanced	1
	Too Much Love—Harms I Got Lucky in the Rain—*"As the Girls Go"—Sam Fox	-
	I Got Lucky in the Rain_*"As the Cirls Co" Sam For	
		1
		-
		-
		3
		- 2
	Rendezvous With a Rose—Jay-Dee Sunday in Old Santa Fe—Pemora	2
	ounday in Old Santa Fe—Pemora	8
		2
	Down by the Station—American Academy	2

# Recording Date for Decca

ACCOUNTING DATE OF DECCA
GW. Lombardo did his second
recording date for Decca Records
and the second recording date for Decca Records
and the second recording and the second
tunes though still without a contented tying him to Decca. Old
Decca deal ran out last November;
to the second recording are concerned.
The second recording are concerned.
Decca waits for the leader to come
the second recording are concerned.

# Ayres May Quit

Mitch Ayrs, seconding director for Columbia Records, will in all probability resign that spot within the next week or two. Ayres will go into freelance work, but one of the primary reasons for his move. Victor\_seconding\_dates\_for\_Perty\_Como, with whom he works on the Chesterfield radio broadcasts out of New York. He will not have any Ayres, former bandlesder, joined Columbia several years ago when he gave up meaetroing\_Last fall, he took over the baton on Como's nection with Columbia and Como's connection with Columbia and Como's connection with Columbia and Como's connection with Victor.

# COMPOSERS GUILD PREZ STUMPS FOR LYRICISTS

Editor, VASHITY:
—This-lettle-1s-prompted, by.-the.
obituary notice of the late William
Arms Fisher, who died in Brookline. Mass., Dec. 19.
quoting VARIETY: "He also made
numerous arrangements, including;
make some remarks regarding an
inaccuracy which seems to be prevaalent and much misunderstand,
i.e., the use of the work arranger,
to describe a dyricht or composer
a new work out of an old one,
a new work out of an old one,
a new work out of an old one,
andering his words to an existing
text.

metowy or mis muse to an executive series and last a creative writer is first and last a creative writer. Is first and last a creative writer. Is first and last a creative writer. Is William Arms Fisher was. What we will also were the New World Symphony. When he created Goin' Home, was exactly similar to what Francis Scott was a constructed with the created Start Spangled Banners. It was a constructed with the world The Start Spangled Banners pen refer to our national authen sa na rarangement? Again, what being a service of the Republic' is exactly comparable to Fisher's Goin' Home of the Battle Hymn of the Republic' is exactly comparable to the Republic' is exactly comparable to Hymn of the Republic is exactly comparable to Hymn of the Republic is exactly comparable to Hymn of the Hymn of the Republic is exactly comparable to Hymn of the Hymn of the Republic is exactly comparable to Hymn of the Republic is exactly comparable to Hymn of the Hymn of the Hymn of Hymn o

GEOFFREY O'HARA President, Composers-Authors Guild

# ASCAP, B'casters Schedule Meet To Clear Up Renewal Contract

Goldovsky to Direct Worcester Festival

will gain arrangement in so his recordings are concerned, wait for the leader to come in earwhile, the relations be in the company and band re unimpaired.

TRC for Como Chapter of the company and the conductor and clercher, has been and director and conductor and conductor and clercher, has been and director and conductor and conductor and clercher, has been and director and conductor and conductor and clercher, has been and director and clercher, has been and director and conductor and clercher, has been and director and conductor and clercher, has been and director and clercher, has been and clercher, has been and director and clercher, has been and director and clerche

# Krupa Tees Off Again

Jan. 28 at U. of Detroit
Gene Krupe, who broke up his
band 10 days ago intending to take
a long rest, will resume activity
Jan. 28 at the University of Detroit
broke up a week ago Sunday (2)
due partially to physical exhaustion
after 92 straight one-nighters and
after 93 straight one-nighters an

American Society of Composers, Authors and Publishers radio com mittee expects to have a meeting next 10 days to clean up the final details of the automatic renewal details of the automatic renewal of the ASCAP-radio contract, which occurred Jan. 1. Angle not yet cleared up is the difference in com accruing to ASCAP from co-porative shows and who is to pay compared to the compared to that.

ment in its anout state with the original spoken dalage, set for Jan. 16; is already a sellout.

SHAW'S 12-15G IN

SELLOUT TO GALE

Billy Shaw's agreement with the Gale Agency, under which his concurrent as a sustainers, which ultimately are sold by the affiliatest locally, one third holdings in the organization with the called Agency, under which his concurrent as a remarked to the boundary of the start of talks concerning a remarked to the boundary of the start of talks concerning a remarked to the boundary of the start of talks concerning a remarked to the start of talks concerning a

Shaw and the Gales, who came together three years or so are offer. Shaw quit so one-light booker for twe here blocked was for ASCAP the William Morris agency, had arrived at terms under which sort twee here blocked was for ASCAP ask higher rates, which never twee the terms was intended. The only change in would sever connections with the query some weeks ago, but the decide at the outset whether they used. Shaw will set up his own under the consolidated and and once decided cannot consolidated additionally a support of the consolidated and and once decided cannot consolidated additional and once decided cannot consolidate and the consolidated and and once decided cannot consolidate and the consolidated and the consolida

upa Tees Off Again

Jan. 28 at U. of Detroit

ene Krupa, who broke up his

to days ago intending to take
to day to the control of the control

# RH Tele-Log

Following is tabulation of song performances on New York television networks NSC, CBS, ABC, and Dulfont. They are based on ratings of freys 155. Emeron ("Tosts of the Toom") 50, Cheorolet, 30; Kraft, 30; Chesteffeld (Perry Como) 25; Arron Shirt, 23.

(Week of Dec, 30 to Jan. 5)

	Points
My Darling, My Darling-Morris	85
Here I'll Stay—Channell	. 55
For Von-Witmark	. 40
Buttons & Rows—Famous	. 40
On a Slow Boat to China-Melroce	35
Van Away Diagos I sural	3
Down Among the Chaltening Daims Miller	30
Down Among the Shellering Pains—Miller	. 30
it's a big, wide, wonderful world—bill	. 2
Cuanto Le Gusta-Southern	. 20
Hair of Gold-Robert	. 2
Tara-Talara-TalaOxford	. 20
A Little Bird Told Me-Bourne	. 20
Maybe You'll Be There—Triangle	20
Powder Your Face With Sunshine-Lombardo	20
It's Too Soon To Know-Melrose	20
The Pussycat Song—Leeds	. 20
Say It Isn't So-Berlin	. 10
Lavender Blue-Santly-Joy	. î
That Certain Party-Bourne	. 1
Cornhelt Symphony-Meilin	. 1
Down By the Station-Amer Acad	. 1
If We Can't Re the Same Old Sweethearts Faiet	. 4
	My Darling My Darling—Morris Here I'll Stay—Chappell For You—Witmark.  Ora Siwes—Famous. Ora Siwes. Ora S

# 46

# ARIETY SONG CAVALCADE

\*\*\*\* (Musical-Historical Review: 1800-1948) \*\*\*\*\*\*\*

Compiled for VARIETY

Lompiled for "ARAFETY By JULIUS MATTFELD (Copyright Variety, Inc. All Rights Reserved)

Legands and other book background information, clarifocate in the compilation and presentation, appeared in the Oct. 6, 1948, issue when the Yorkey Young Graped off life of forture information. It is suggested that these institutions to dispert out filled for forture information.

Attention is hereby colled to the feet that this moterial is copyright and duey not be reproduced with wholly or in past.

(Continued from Last Week)

1976

Grandfather's Clock. w., m., Henry Clay Work. C. M. Cady, cop. 1876.

Co., cop. 1876.

With Bull Fliebox Billed a man named McCall, at the Pony Repress stable, Rock Creek, Kan. Land Peters, Cop. 1877.

William Shakespeare Hays. J. L. Land Peters, Cop. 1877.

Hiding In These Million In The William Shakespeare Hays. J. L. Land Peters, Cop. 1877.

Hiding In These, m., ira David Sankey, The Bigliow & Main Co., opp. 1877.

Hiding In These, m., ira David Sankey, The Bigliow & Main Co., opp. 1877.

Hodon: Boosey & Co. 1,13771.

Hodon: Heavy Boosey & Co. 1,13771.

Hodon: Heavy Boosey & Co. 1,13771.

Hodon: Boosey & Co. 1,13771.

Hodon: Heavy Boosey & Co. 1,13771.

Hodon: Boosey & Co. 1,13771.

Hodon: Heavy Boosey & Co. 1,13771.

Hodon: Heavy Boosey & Co. 1,13771.

Hodon: Boosey & Co. 1,13771.

Hodon: Heavy Boosey & Co. 1,13771.

Hodon

touchdown shall take precedence

Grandfather's Clock, w. m. over four four holdowns: user precedence with the control of the cont

Co. 1876. Biglow & Main Co. 1. Fee Biglow & Ma

called out, and property damage ran into the millions. Rutherford Richard Hayes was Inaugurated president.

Rutherford Richard Hayes was Inaugurated president.

on number of "Molly Magures" were hanged for various murders, were hanged for the coal labor market, because the community, years terrorized the community, years terrorized the community, which was the community of the commu

# 1878

Carry Ne Bac, To Old Virginay,
w, m, James A, Bland, Boston:
John F, Perry & Co, cop. 1878.
Hömmet'sl Lutlaby Gritz, Out
Cousin German, w, m, Joseph K,
Church Co, cop. 1878 by J. K.
Finnet.
w, m, Harry Kennedy, Boston:
Oliver Diston & Co, cop. 1879
William H, Kennedy, Brooklyn,
Sayfoun, Roseth

William H. Kennety, Brooklyn,
William H. Kennety, Brooklyn,
Saviour, Breathe An Evening
Blessing, Hymn, w. J. Edmeston,
m. George Coles Stebbins, Cop.
Stebb

alax verior Chicagos, Srahanard Soons, cop. 1678.

The American painter, James A. Whatter, saved John Ruskin, the Market Saved John Ruskin, the John Saved John Ruskin, the John Saved John

The Babies On Our Block. w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop.

In the Morning By the Bright Light w., m., James A. Bland, Bos-ton: John F. Perry & Co., cop. 1879.

F. W. Woolworth opened his first five- and ten-cent store in Utica, N. Y., founding one of America's most fabulous fortunes. News of Edison's invention of the incandescent lamp caused such a ruth of curiosity-sectors to a ruth of curiosity-sectors to sylvania fixed had, for run extra trains.

Burl Ives Back to Col.

Burl Ives Back to Col.
Burl Ives has returned to Columbia Records. He signed a new two
bia Records. He signed a new two
lives had been with Columbia serveral
lives ago, and shifted to
leace. He made some sides for the
latter only a couple weeks ago, inlatter only a couple w

# **Peatman Annual Survey of Song** Hits With Largest Radio Audiences

(Inn. 1, 1948, to Inn. 1, 1949).

The 35 sonp his with the largest radio audiences are listed below in order of the total ACI points earned during the year. Songs convently active are marked with a double dagger. Songs whose activity began in the full of 1947 are noted by the date—(1947).

Title.

Production Production Publisher Now Is the Hour

But Beautiful-+"Road to Rio"	B-VH
A Tree In the Meadow	Chanina B
tButtons and Bows-"Paleface"	Pamere
It's Magle-1"Romance On High Seas"	Witmanle
It's Magic—i"Romance On High Seas" I'm Looking Over a Four Leaf Clover	Remick
Haunted Heart-*"Inside U.S.A."	Williamson
Manana	Barboun T.
Beg Your Pardon	Pobline.
‡You Call Everybody Darling	Maufain
Ballerina (1947)	Tofformen
tOn a Slow Boat to China	Molecason
· You Were Meant For Me-+"You Were Meant For Me"	Merrose
Golden Earrings (1947)—"Golden Earrings"	Donomond
Love Somebody	Yaramount .
Maybe You'll Be There	Rramer-w.
You Were Only Fooling	Traingle
Baby Face	Snapiro-B
Screnade of the Bells (1947)	Remick
Screnade of the Bells (1947)	Melrose
tHair of Gold, Eyes of Blue	Robert .
Nature Boy Dickey-Bird Song—*"Three Daring Daughters"	B-VH
Dickey-Bird Song-"Three Daring Daughters"	Robbins
Best Things In Life Are Free (1947)-+"Good News"	
Cuanto Le Gusta	
Tell Me a Story	Laurel
I'll Dance At Your Wedding (1947)	
What'll I Do (1947)-+"The Big City"	Berlin
Ev'ry Day I Love You-1"Two Guys From Texas"	Harms
tMy Darling, My Darling-e"Where's Charley"	E. H. Morris
Laroo, Laroo, Lilli Bolero	Shapiro-B
You Can't Be True Dear	Biltmore
Little White Lies	BVC .
Toolie Oolie Doolie	C. K. Harris
Sebre Dance	Lceds
I May Be Wrong (1947)- "Wallflower"	Advanced
a many man transfer that the same transfer the same transfer to the same transfer transfer to the same transfer trans	

† Filmusical. \* Legit musical.

# RCA-Columbia

ing loudest about extremely high stidelity (now about -6,000 elsewhere) supported by an all the first of the

Bret five and ten-cent store in Utica, N. Y., founding on of ille.

America's most fabulous fortunes the incandescent lamp caused as the incandes as the incan

On the pop items, Victor's changer is superior. For Columbia's seven-inch disk there's the Philipo, reproducer, which is not a constant of the philipo, reproducer, which is not are otherwise, for or ample, that are.

Victor states that machine manufaceturers have been supplied with busprins on its changer equipments. Recording manufacturers have also been supplied with the disk issee separate story.

The picture, presented by the



New York 19, N. Y.

# TONY "YOU STARTED

SOMETHING"

ROSEMARY CLOONEY

COLUMBIA RECORD 38297

A DREAM OF A LULLABY

OXFORD MUSIC CORP.

# "Now The Organ Is Playing (Your Wedding March)"

The New Waltz Sensation:

III ATTENTION III

BIG MUSIC

**PUBLISHERS** 

For America and the World's yearly

MAY-JUNE-JULY TRADE! A worthy companion to 'REMEMBER' and 'ALWAYS'!

(Ja Die Orgel Spielt Fuer Dich (Den Hochzeitsmarsch)

Words are in both English and German.

Fifty per cent 150%1 of ALL the Writers' Royalties derived from this song will go to:

# THE UNITED JEWISH APPEAL!

This Song is a "Natural," the Rest is Up to

YOU!

Arthur Nevins also please write to: VARIETY, Box 777, 154 West 46th St., New York 19, N. Y.

## On the Upbeat

em tour.

Jack Palmer joined Jack Flina's
band, current at Gollege Inn, Chiaço, as vocalist. ... Dicker on for
Tommy Borsey to play a Septemcape and the second of the

ART MOONEY'S MESSAGE TO RADIO AND VIDEO

See Pages 32-33

THESE WILL BE THE BEST YEARS OF OUR LIVES

SLUOT LAWRENCE .... Co

ROBBINS MUSIC CORPORAT

I'M IN FOR LOVE

Music by . . . JIMMY MeHUGH

New York

Jimmy Durante and Betty Garreit recorded the "Puss Color of the Control of the Tuss Color of the Co

Pittsburgh
Dodo Marmarosa has come out
of retirement to head a new trio
that's just opened at the Carnival
Lounge. In addition to Marmarosa
on-the-plano, ill medudes. Martin
on the plano, ill medudes. Martin
on the plano, ill medudes. Martin
easy for several months except for
easy for several months except for
hear been round here taking it
easy for several months except for
hear been round here taking
easy for several months except for
hear been several months except for
hear been several months except for
hear been several months except for
hear on several months except for
hear on several months except for
hear on several months except
hear on several months except
week. Bill Mackrell, one-time
saxman with Sheep Fields, is now a
streetear conductor on a local line
week. Bill Mackrell, one-time
out of Balonades after three
months. Planist Teenle Trent
heat to Mercric's Munic Bara after
Maurice Spitainy and his band so
he nod for the inaugual Type
return from the local DuMont station...

### E. B. Marks

Contrologion last week (4), affirming Judge Goddard's finding for the defendants in the basic points of the case only because subsection of the case of and recording "Malagam," they had applied for and been granted a license to record by Marks. This was tantamount to appearance to the control of the case of the case

ment you have been an unitary. This says, in effect, that although the compulsory provision of the 1908 copyright law allows a recording company to record a tune "as touch" (Publisher's music) once under proper license, it cannot make its own arrangement of the tune without itself securing a recording license. That means the publisher can be sure of partial control of recorded arrangements.

### Benny Goodman

Continued from page 1 under dition was bothering him. But it's well known that during the opening days of his date and on subsequent occasions he had plenty of friction, with Par staging executives. Plus which he's been seen around N. Y. night spots since he quit the bandstand.

The property of the property of the property of the page 10 to 10 to

Whether Goodman is apanconing his new orchestra as a result of the walk from the Par, or whether he continues with it isn't known. He's booked into the Flamingo, Las Vegas, opening Jan. 27 and into the Palladium Ballroom, Hollywood, March 1.

### Tutti Camarata Hops To London for 1st New Disks

Tutti Camarata hopped to Lon-don by plane from New York Sun-

### Connelly's British Rights To Styne-Cahn Pic Score

Here on a periodic U.S. business

name some since since in its in market.

Connelly, who recently returned on the best of th

### JAN. BAND GROSSES IN N.Y. KEEP FALL PACE

don by plane from New York Sunday (9) evening to cut his first | junkes, Reg Connelly, head of hotels and other locations have surdisks for the London label since |
Campbell, Connelly, & Co., has prised operators and bookers since
the start of the American Federa; acquired the British publishing New Year's Eve in maintaining
tion of Musicians ban more than | rights to the Jule Styne-Sammy early-December figures. As a rule,
label's artists and repertisher men, "finances or "transfillmusican" the properties of the strength of the stre Name band grosses in New York



# A LITTLE BIRD TOL THAT CERTAIN PAI **AH! BUT IT HAPPENS** LOVE, YOUR SPELL IS EVERYWHERE

-And Now-The Ouickest SMASH In Years!

# JOHNNY GET YOUR GIRL

Recorded On Every Important Label



NEW YORK 799 Seventh Avenue 54 West Randolph Street

HOLLYWOOD 1483 No. Vine Street

'Dreamer With Penny'

Shapiro-Bernstein and George Simon music publishing companies

are involved in a dispute over the

are involved in a dispute orders, are involved in a dispute or the ownership of the copyright of the score of the copyright of the score of the forticoning "All for Love" musted, opening in New York score. As it stands, \$5 h has York score. As it stands, \$5 h has claiming the time; "soft of the claiming the time; "soft of the claiming the time; and the score of the claiming the score of the score of the claiming the score of the s

same writers, which Shapiro own, Argument over "Dreamer" stems from the fact that it has been accepted by Columbia Pictures for a copied by Columbia Simon Says the tune was withdrawn from the film and returned to the film and returned to the film and returned to the musical and turned the in the musical and turned the publication rights over to his firm.

publication rights over to his firm. Shapiro demure, asserting that at the time the tune was assigned to the film, the writers complete contracts, under which his sub-contracts under which his sub-contracts and the sub-contract of the sub-contract are in force and were not cancelled when the tune was withdrawn from when the time was withdrawn from the sub-contract of the sub-contract

Simon asserts that what record-ings have been secured on the song were gotten through his el-forts and the tune belongs to him.

**WOODY HERMAN ASKS** 

PACT SUIT DISMISSAL

PACI SUIT JUSTINISMA.
Painting out that Herman Goldfarb and Michael Vallon have xsimilar suit pending in the xsimilar suit pending in the xsimilar suit pending in the xsecond that the xlast week, in N. Y. supreme court,
last week, in N. Y. supreme court
last week, in N. Y. supreme court
last value and the xlast value and year
last value and year
last

ing any.

Radio)

San

Don

TOTAL

POINT Minneapolis

Copyright Ownership

### Long Arm of Coincidence (Plus Snowstorms) Parlay Gillespie, Herman's Orch

**ORCHESTRAS-MUSIC** 

National

Rating

This Last wk. wk.

11

7

7

2

Last week's heavy snowstorms in the west played havoc with onenighters in that area, but one that halted train service through Colorado and Utah arranged a unique alliance between Dizzy Gilunique alliance between Dizzy Gil-lespie and Woody Herman's orches-tra. Together they worked a one-nighter at Jerry Jones' Cocoanut Grove. Sait Lake, Gillespie guest-starring with Herman's combo talso bop-stylist), thereby completing one of two dates which otherwise both bands would have missed.

of two dates which officewes both and would have missed. Dands would have missed band worked in Chicago Sunday (21. He came into N. Y. alone on business. Meanwhile, his band critarined from Chi for Salt Lake, Gillesple planning to fiv west to find his band was stalled by snow at Kearney, Neb., and couldn't et through. Meanwhile, Herman and his band were aboard a train of the control of the con guested.

Date netted \$1,600 and Herman drew \$800 of it, Gillespie took an-other piece. Herman's Denver date, however, was blanked out.

### SALT LAKE CITY NIXES ARTISTS, NO FACILITIES

Salt Lake City, Jan. 11. A Board of Education niv will prevent Ella Fitzgerald, other singers and name bands from concert

appearances here until auditorium space can be constructed. space can be constructed.
Following an enthusiastic but financially weak "lazz at the Philharmonic" here in November, a Board of Education spokesman has Indicated that future programs "of that sort" are out, complaining of too much smoking" and similar violations of building conduct rules.

violations of building conduct rules. Miss Fitzgerald had been available for February booking here but Al (Jazzbo) Collins (KNAK disker) was unable to locate space. Available halls are too small to hold the 2,000 or better audience necessary to guarantee a financial success.

The campaign for a suitable civic center with facilities for just such bookings has won new supporters because of this ban.



FRANKIE LAINE ON PEGGY LEE'S ERFIELD SUPPER CLUB Thursday Evening

## RETAIL DISK BEST SELLERS

VARIETY

Survey of retail disk best sellers, based on reports ob-tained from leading stores in 11 cities and showing com-parative sales rating for this and last week.

Week Ending

JAN. 8

DINAH SHORE (Columbia) "Buttons and Bows"

JO STAFFORD-G. MacRAE (Capitol
"My Darling, My Darling"

Artist, Label, Title 

York-(Davega Stores) -(Hudson-Ross)

(Sherman-Clay) Boston.—(Boston Music Co.) Los Angeles—(Denel's Mus. San Francisco-Chicago

Shop

indianapelis-(Pearson) Louis (S.

3

Seattle-(Sherman-Clay)

"My Darling, My Darling"

KAY KYSER (Columbia)

"On a Slow Boat to China"

"Bar Away Places"

"Bar Away Plac 47 24

"I've Got My Love to Keep Me FREDDIE MARTIN (Victor)
"On a Slow Boat to China"
BROTHER BONES (Tempo)
"Sweet Georgia Brown"
EVELYN KNIGHT (Decca)
"Powder Your Face With Suns
LARRY CLINTON (Decca) 11A 12 14 14 "On a Slow Boat to China EVELYN KNIGHT (Decca) 12 15 13 Buttons and Bows INK SPOTS (Decca)
"You Were Only Fogling"......
RUSS MORGAN (Decca) 13B "So Tired"

MARGARET WHITING (Capitol)

"What Did I Do

SISTER ROSETTA THARPE (De

SISTER ROSETTA THAR!
"High Above My Head"...
MILLS BROTHERS (Decca
"Gloria" 14B KAY STARR (Capitol) 15A 16

"So Tired"

BING CROSBY (Decca)
"Far Away Places"

KAY STARR (Capitol)
"You Were Only Faching." "You Were Only Fooling"

XAVIER CUGAT (Columbia)

"Cuanto Le Gusta"

PEE WEE HUNT (Capitol)

"12th Street Rag" 16A 10

JOY NICHOLS-B. LEE (London "The Pussy-Cat Song"... PETER LIND HAYES (Decca) "My Darling, My Darling"... 16D

FIVE TOP ALBUMS

ROSES IN Frankie Carle Columbia

I CAN HEAR IT Columbia

GIANTS OF JATZ Capitol

Victor

JAZZ AT PHILHARMONIE Album No. 8

6 6

Mercury

SMITH M-G-M RECORD

LAUREL MUSIC CO 1619 Broadway New

it's a Dilly!

(Dilly Dilly) Santly-Joy, Inc.

AT LIBERTY SAMUEL J. FLUGELMAN

### Singer Jerry Wayne

In Pub Partnership

Singer Jerry Wayne and song-writers Ben Raleigh and Bernie wayne have formed a music pub-lishing firm in New York. It's called Cambridge Music. First song, "If That Isn't Love,

What Is," was cut by Jerry Wayne for Columbia Records.

# The Hoppy Huckster of Ho! Ho! AL BERNIE Billy Rose's DIAMOND HORSESHOE New York NO W

Exclusive Management
ASSOCIATED BOOKING CORPORATION

JOE GLASER, Pres.

New York Chicago Beverly Hills 745 5th Ave. Pl. 9-4600 203 No. Wabash Mczz. Fl. Bev. W.I., Hat

### REX' A HEX TO LE MAR IN DECCA LITIGATION

Decès Record, Ltd. (British company) last week filed a triple damplany last filed file

### AKRON MULLS JUKE TAX

Akron, Jan II.

Akron city fathers are considering a proposed bill to license each juke box and pinball machine its per year.

Earlier a similar ordinance was deteated, because Council thought it might license devices of dubious legality.

### Donahue's New Orch Into Statler Hotel, D.C.

Al Donahue's new orchestra comes back east again next month to open a stay at the Statler hotel, Washington, D. C., Feb. 14. Band is currently at the El Rancho hotel, Sucramento, Cal., closing to-night (Wednesday) to work east-

night (Wednesday) to work east-ward.
Donahue, who before the war supplied most of the band units that worked coast-wise steamers out of New York and Boston, is back in that groove. He has booked a group for the Gueen of Bermuda, which resumes N. Y. to Bermuda, which resumes N. Y. to Bermuda scrices Fab. 12. Ship, used as a scrices Fab. 12. Ship, used as a forces Fab. 12. Ship, used as a forces Fab. 12. Ship, used as a forces Fab. 12. Ship now return-ing to service.

BANNISTER TO GLASER IN CHI

Paul Bannister, formerly with General Artists office in Chicago, is in charge of one-nighters for Joe Glaser's Associated Booking Corp. Chi branch.

Tops of the Tops Retail Disk Seller
"A Little Bird Told Me"
Retail Sheet Music Seller
"Buttons and Bows"
"Most Requested" Disk
"A Little Bird Told Me"
Seller on Coin Machine
"A Little Bird Told Me"
British Bert Seller
"Buttons and Bows"

S

Supply Coast

Music slphia, Charles

S. L.

Dumont

S S

Music Music

City, polis,

ŝ

Capitol

Schmidt Jenkins

Music Preeman

ancisco,

M. Homeyer

Carl Fischer Morse MDS

# Songs with Largest Radio Audience

The top 30 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr.

John G. Peatman, Director.	T
Survey Week of Dec. 31, 1948-Jan. 6, 19	
A Little Bird Told Me	Bourne 1
Della Bella Marie— "Melody Man"	Leeds
nonemot of Roses	Hill & Range 7
Buttong and Bows-1"Pale Face"	Famous · I
by the Way-t"When My Baby Smiles at Me"	BVC +
Clancy Lowered the Boom	Patmar T
Cuanto Le Gusta-"Date With Judy"	Southern 4
Down Among the Sheltering Palms	Miller †
Far Away Places	Laurel
For You	Witmark
Galway Bay	Leeds
Here I'll Stay-*"Love Life"	Chappell
I Love You So Much It Hurts	Melody Lane.
It's Magic-1"Romance on High Seas"	. Witmark . 1
I've Got My Love To Keep Me Warm	Berlin
Lavender Blue-+"So Dear To My Heart"	Santly-Joy
Little Jack Frost Get Lost	Spitzer
Look Up	Patmar †
Maybe You'll Be There	Triangle
Money Song	Crawtord
My Darling, My Darling-"Where's Charley"	Morris
On a Slow Boat to China One Sunday Afternoon—†"One Sun. Afternoon"	. Meirose
Powder Your Face With Sunshine	. Remick
Pretty Baby Pussy Cat Song	Londo
Say It Isn't So	Parlin
Too Much Love—*"Kiss Me, Kate"	T D Harme 7
Tara Talara Tala	Ovford
That Certain Party	Rouma
Twelfth Street Rag	Shaniro-R
Until	Dorsey Bros
What Did I Do-"When My Baby Smiles"	Triangle
You Were Only Fooling	Shaniro-R 1
You were Only Footing.	Dimpilo D

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 Tree In the Meadow	Shapiro-B
Brush Those Tears From Your Eyes	Lande
Green-Up Time—†"Love Life"	Channell
Green-op rime-1 have hite	Chappen
Hold Me	Robbins
"I Got Lucky In the Rain-"As the Girls Go"	.Fox
I Still Get a Thrill	.Words & M
I Wish Somebody Cared Enough To Cry	. London
In the Market Place of Old Monterey	Shapiro-B
It's a Big Wide Wonderful World	BMI
It's a Most Unusual Day- "Date With Judy",	Robbins
Lillette	Jefferson
Mississippi Flyer	Mellin
My Own True Love	Paramount
Night Has Thousand Eves-†"Night Has Eyes"	Paramount
Rendezvous With a Rose	
Senorita	
Sunday In Old Sante Fe	Pemora
Sunflower	Famous
Too Much Love	Linuma
You Call Everybody Darling	
Tou Can Everybody Darring	maytall
You Came a Long Way From St. Louis	Jewer

\* Legit Musical. + Filmusical. ......

Dallas Jack Nye and his band have opened here at the Mural Room of the Baker hotel for an ex-tended engagement. He replaces Chick Floyd and his band.



rf off the New Year with ig novelty hit.

DANA RECORD NO. 2032A

TOBIAS and LEWIS

### IRISH SONGS!

Witer, (Aacpp., of enclosed little encestry, has just completed a group of original trial baileads and novelty songs, popular-standard types, fresh, was widee, cuttonding titles, clever lyric, littles melodies; ideel for Irish film or stage musical, for Irish re-todings, etc., Write:

Box 805, Ventiery

154 W. 46th St., New York 19

### Jocks, Jukes, Disks

ned from page 42 mm "Beautiful Ohio" and "Missouri Waltz," by Victor Young (Decca)... Jack Kilty, a newcomer to the M-G-M label, does nicely by "Sun-flower" and "Brush Those Tears," Sower" and "Frush Those Tears," which he sold to the Loew outfit, he since has been signed. Strange sagin on "Please Don't Say No." reissued by Deces on the Coral is-bel along with such listenable old present the Coral is-bel along with such listenable old present the Coral is-bel along with such listenable old plan Minute". "Penny "Polka." Glenn Gray's "Moonlight Cocktall". "I d. Jow To Live in Loveland," of the minute". "Penny "Polka." "I'd Love To Live in Loveland," of the Irish." Dick Kulms "Down Among the Sheltering Palms." "Put Live In Li which he sold to the Loew outfit;

"Walk That Walk, Daddy-O', (King)
Coleman Hawkins. "Rifftide"
and "What Is There To Say" (Capitol). The Frontiersman "Won't
You Ride In My Little Red Wagon"
(Victor). The Gates 'She's Gonna
Ruin You, Buddy" (Columbia).
Hank Penny Someone Moyes don
Tilig Chakin 'Amana', AbeLuxe).

VARIETY

Survey of retail sheet music sales, based on reports obtained from leading stores in 11 cities and showing comparative sales rating for this and last week.

# Week Ending

National Rating

	Last wk.	Title and Publisher	New Y	Chicag	Los A	San F	Boston	St. Lo	Philad	Indian	Kansa	Seattle	Minne	N T S
.1	1	"Buttons and Bows" (Famous)	2	3	1	1	3	1	1	3	1	1	1	103
2	2	"On a Slow Boat to China" (Melrose).	4	4	3	3	- 1	2	. 3	2	2	. 2	6	. 89
3	3	"My Darling, My Darling" (Morris)	7	2	2	2	2	3	2	6	3	3	4	85
4	5	"A Little Bird Told Me" (Bourne)	5	1	9	4		4	- 6	1.,	4	4	9	63
5	8	"Lavender Blue" (Santly-Joy)	3	5	6 .	7	-5.	. 5	8	5	. 5	5	5	62
6	10	"Far Away Places" (Laurel)		6	4	0	6		7	-4	8	8	3	52
7	7	"You Were Only Fooling" (Shapiro-B)	10	8	10	6	8	6	. 5	7	6	6		38
8	11	"Galway Bay" (Leeds)	. 8	10	7	9	4	75.5					2	26
9	-6	"Until" (Dorsey Bros.)		7	-	8	-	9			7	10	7	18
10	9	"Cuanto Le Gusta" (Peer-Inter)		9	5	12.0		7.					1.2	12
11	. 4.	"White Christmas" (Berlin)			8	5								. '9
12		"Among Sheltering Palms" (Miller)							4			.,		7
13	7,	"For You" (Witmark)		10		. 1		. 8	5		9		10	6
14A	6.	"Say Something Sweet" (Mills)			1.		9	10				9		5

### TAYLOR TO LA SALLE AS PRO MANAGER

Larry Taylor takes over as pro- Hav-fessional manager of La Salle Corp.,

Sydney Kornheiser, now in New York setting April 1 release ar-rangements on the score of Bing Crosby's "Connecticut Yankee", film, returns to the Coast for Ed-win H. Morris next week.

### Dismiss BMI Infringement Suit Vs. Havana-Madrid Havana-Madrid Restaurant

sufficient.

Original complaint alleged that the Havana Madrid publicly performed for profit seven tunes copyrighted by Peer and one by Marks without a proper license during the month of August, 1946. Court further ruled that the testimony of the table of the proof.

By BMI was not enough proof.

### CANCEL OUT CARLYN IN FB'S CHI DISSOLUTION

Pittsburgh, Jan. 11.

Larry Taylor takes over as professional manager of La Salle Corp., operating Broadway nitery

Music, a Raiph Peer firm, to promote a new song by Artur Beun missal of an eight-song infringamote a new song by Artur Beun missal of an eight-song infringaTaylor sulface of the substitution of the substitu

months.

Promptly after receiving notice that he was free, Carlyn inked four-year agreement with MCA in Chicago office, Band, a local outfit, is currently in the middle of a sixweek engagement at Bill Green's Casino.



POWDER YOUR FACE WITH SUNSHINE

THE GREATEST NAME ( ) IN ENTERTAINMENT

# Nat Harris Seeking Florida Coin for Reopening of Harem, N.Y.

Consider the Republic of the Recombination of the R

VAIDEVILLE

Minsky, if going in on Harem deal, would most likely install a burlesque type a black point of the colonial. He's undecided about the venture insamuch as he's reported considering the same operation in the now-closed Nicky Blair's Carnival. But it's reported that the Minsky.

Rroadway room this year is prob-lematical. He's now concentrating on rebuilding his Miami Beach spot. For Carnival Tour

Chiego, Jan. 11.

Gypsy Rose Lee has signed a season's contract with the Royal American shows calling for stripper to play the carnival circuit at a reported \$180,000 guarantee against percentages. Miss Lee will supply her own line and three other acts.

Boston, Jan. 11.
Superior Court here yesterday (Mon.) refused to Issue an injunction restraining the New York national office of American Guild of N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is adding their bookings.

N. S. tour, Matt Duffin, Paris, is addin

ministrator, who contend that a continuistrator, who contend that a GAVA's elections were illegal, and have asked the court to invalidate them.

Parisian Nitery Operator In N.Y. to Pact Top U.S. Acts
Peters Louis-Guerin, operator of the Lido and Les Ambassadeurs, Peris, currently in the U. S. on a drano.

The control of the control of the Lido and Les Ambassadeurs, Peris, currently in the U. S. on a drano.

The control of the control of the Lido Louis Guerin, together with his producer Rene Fraday, will gioun course from the Lido. Louis Guerin, together with his producer Rene Fraday, will gioun a control of the Lido Louis Guerin, together with his producer Rene Fraday, will gioun a control of the Lido Louis Guerin, together with his producer Rene Fraday, will gioun a control of the Lido Louis Guerin, together with his producer Rene Fraday, will gioun a control of the Lido Louis Guerin, together with his producer Rene Fraday, will gioun a fine the control of the Lido Chicago, Hollywood, San Francisco, and Honolulu. Lou Walters, operator of the Latin Quarter, N. Y., will assist them in selection of acts of the Lido. No deals have been set as yet.

### Saranac Lake

By Happy Benway

By Happy Benway

Saranac, N. Y., Jan. 11.

Many thanks to Tom Phillips and
sent from Florida for our New
Year's Eve party at the Rogers.

Harold Wood, exee of Neighborhood theatres.

Harold Wood, who's flashing O.K.

Chinic reports.

Harold Wood, who's flashing O.K.

Line Well Timonas in to ogle the
Law Paled Olympic area. Dick
King and Queen of Winter at the
Lake Placid Olympic area. Dick
King and Queen of Winter at the
Lake Placid Olympic area. Dick
King and Queen of Winter at the
Lake Placid Olympic area. Dick
Joe. "Happy" Connolly, of the
Broadway theatre, N. Y. C. mob
Joe. "Happy" Connolly, of the
Broadway theatre, N. Y. C. mob
Joen Thomas of the Connol of the Connol
Camba, who is now doing nicely.

Fred Oufly & Sweeney was

"We the Patients' fund has been swelled with donations that will

mable it to furnish entertainment
leant in the connol of the N. Y. Daily

year, thanks to the plugg from
Joanno Walker, of the N. Y. Daily

Joanno Walker, of the N. Y. Daily

for shutin patients for the current year, thanks to the plugs from year, thanks to the plugs from News, and Nick Kenny, of the N. Y. Dally Mirror. J. Arthur Slattery is the chairman of the fund. Bert Ford, formerly of the Bert Ford, formerly of the middle the grade here at the M. N.-A. san, is now in business on Long Island. Write to those who are III.

### **Vauders Getting Active** In Germany: U.S. Talent Find Bookings, Available

Bad Nauheim, Jan. 1. St. Clair and Day, dance team

from the states, are at present acfrom the states, are at present accepting bookings in Paris and in Belgium. Among acts scheduled to leave Europe in time to join Ringling Bros-Barnum and Bailey are Trio Margas, Guil's parody act, Peterson's Jockey Dogs, Bokara's teeterboard act, Franklin and Astrid and the Five Varias.

OF AGVA DISSIDENTS

The Tallow Boys, back to their control of the control of the

MESSAGE TO RADIO AND VIDEO

See Pages 32-33



LATIN QUARTER

N. Y. C.

AT LIBERTY

SAMUEL J. FLUGELMAN

LOOKOUT HOUSE

COVINGTON, KY.

TIC-TOC, Milwaukee

(RETURN ENGAGEMENT WITHIN 3 MONTHS) Booking Direction: MATTY ROSEN 148 W. 48th Street New, York, N. Y.

Personal Management: BERNIE ROTHBARD



LOUIS SOBOL, New York Journal-

America:
Julie Wilson came through triumphantly in her debut at the St. Regis Maisonette., Originally planning to limit her singing routine to 25 minutes, she was compelled to remain on the floor for close to an hour. Most of us were spellbound by her beauty and were spellbound by her beauty and culti-m. The advent of a new night club—in. The advent of a new night club—in possibly screen star—Julie utilians.

POLAN & ROSENBERG

PIERRE BOULTINCK 1St. Regis Hotell BURT LANCASTER and HAROLD HECHT GEORGE SMITH (Peacock Court) Mark Hopkins Hotel. San Franciscol

SANFORD ADLER (Lake Tahoe, Nevada)

CHARLES MORRISON (Mocambo. Hollywood) PHIL KASTEL (Beverly Club, N. O.I MONTE PROSER and LOU WALTERS

NEW YORK 18 Beekman Pl. Telephone: PLaza 9-4727

LOS ANGELES 451 N. La Cieneau

Telephone: Crestview 1-8121

## Musician Snarls May Delay Return of Vaude in Warner Theatres

Difficulties with various Ameriean Federation of Musicians locals have again cropped up to hinder vaude opening. The Philly AFM local has stymied the reopening of the Tower theatre, Upper Darby, Pa., a suburb of Philadelphia, and may cause the Warner circuit to postpone its stageshow policy for the Earle, Philadelphia.

In the case of the Tower, a Para mount house, it was the circuit's plan to use that spot as a break-in plan to use that spot as a break-in for shows coming into the Para-mount, N. Y. Presently, the Ritz theatre, Newburgh, N. Y., Is used that purpose. Paramount winted to alternate the break-in shows between Newburgh, Upper Datry and other citles. Plan has now been abandoned.

now been abandoned.
Circuit is also slated to reopen
the Ritz, Elizabeth, Jan. 31, with
the Tony Pastor band and las looking into possibilities of opening the
Central theatre, Passaic, N. J. Latter house may be used as a split
week with Elizabeth.

Central may be week with Elizabeth.

First house my local transport of the stanley's One-Show Deal Stanley heatre, WB deluctrincer here, will get its first stageshow in more than three years week of Jack with his radio troupe. Management's made it clear, however, that this doesn't mean a steady resumption of flesh. Altractions in the standard was a steady resumption of flesh. Altractions in the standard was a steady resumption of flesh. Altractions in the standard was a steady resumption of flesh. Altractions in the standard was a steady resumption of flesh. Altractions in the standard was a steady resumption of flesh. Altractions in the standard was a steady resumption of flesh. Altractions in the standard was a steady resumption of flesh. Altractions in the standard was a steady resumption of flesh. Altractions in the standard was a steady resumption of flesh. Altractions in the standard was a steady resumption of flesh. Altractions in the standard was a steady resumption of flesh. Altractions in the standard was a steady resumption of the standard was a steady resumption. The standard was a steady resumption of flesh. Altractions in the standard was a steady resumption of the standard was a standard

Adventures of Dan Juan."
Local 60 of musicians union is going along with theatre, and has demanded no guarantee of minimum number of weeks, as in the past, a factor which has kept flesh recommendation of the company of the company

### Wirtz Nixes Telecasts Of Henie Ice Revue

Chicago, Jan. 11. Sonja Henie's "Hollywood Ice Revue" is running ahead of last year's edition at the Chlcago Sta-

year's edition at the Chicago Stadum with weekend performance sold out until Jan. 18, its closing plate. Show had started slowly but picked up in the last week. It was the picked with the last week. The revue, has nixed Chi-New York teleessting of it, claiming it would hunt bo. and will not permit wideo that bo. and will not permit wideo many that the states. Stadium lost, it is estimated, about \$50,000 with the telecasts of Roy Rogers' Rodeo this ali. Patuous returned tickets comtelevision."

### HORACE HEIDT FILES SUIT AGAINST CONTINO

McCarthy & Farrell are set for the Roxy theatre, N. Y., in March or April.

### JULES PFEIFFER OPENING POP-PRICED CHI CAFE

A VIT ANUED LINE (ARE)
Legit producer Jules Pfeldre
will open the Bow-Wowers, a loopriced botte with a 48e admission
tag and drinks at the same price.
Entertainment will comprise oldime vaudevillans, singing watters
and bartenders, a line of beetrusters and a can-can group. A
"ugliest" girl.

# Video's Impact On Nitery Bookings

Television is having an effect on intery bookings in a way that hooke and the provided of the provided provided

### NICHOLAS BROS. IN ROME

NICHOLAS BROS. IN ROME Rome, Dec. 28. Rome's Jockey Club featured the Nicholas Bros. for three days only. They appeared Dec. 26, 27 and 28, leaving in order to fulfill a contract in Sweden. Both their wives accompanied

### Las Vegas' Talent Outlay Grows As Four Clubs Vie for Names

### Salkin Ankles Chi Morris Agency to Set Up Own Biz

Agency to Set Up Uwn biz.

Leo Salkin, manager of local branch of William Morris agency and with the firm for the past 14 years, resigned last week. Sudden decision, coming on the heels of the dissolving of the WM orch of two contact men, Bob Lastfogel and Sid Epstein. Salkin will open his own agency.

Salkin replaced Morris Silvers a year and a half ago when Silvers 1 year year year year the founders of the Chi office.

### TWO-TON TESSIE A WOW IN AUSSIE VAUDE DEBUT

Transole VAUUE DEBUT
Tessie O'Shog, More, Dec. 28
Tessie O'Shog, More, Dec

### Patio's Weekend Vaude

The Patio theatre, Brooklyn, is expected to resume vaudeville shows as soon as alterations are completed in that house. House will run shows Saturdays and Sun-

will run shows Saturdays and Sur-days.

Patio had vande shows last year for two weeks, but difficulties with the International Alliance of The-atrical Stage Employees forced a shuttering. House is operated by the Century circuit.

Las Vegas, Jan. 11.

Talent outlay split among the
town's Big Four Intespot topped
\$40,000 last week as a "sky's the
limit" attitude seemed to be shapbudget was at the Flamingo where
the nut soared beyond the \$15,000
mark. Ritz Bros. are headlining
there.

the nut soared beyond the \$15,000 mark. Ritz Bros. are headlining there. Vegas has long thad a penuliar situation, talent-wise. None of the Big Four (Flaminge, El Rancho Vegas, Thunderbird, and than two weeks and each spot contracts on names. As a result, town probably sees more names amunally than any other place in Last Frontier is the only one of the quarter which has anything resembling a budget ceiling, outiny mark. There are indications, however, that the rubber bands may come off the bankroli to meet the contract of the contract

### Desmond's Chi Date

Florence Desmond planes out Thursday (13) and opens at the Thursday (13) and opens at the for a one-month engagement to be for a one-month engagement to be followed by a three-week stand at the Fairmont hotel, Frisco. Miss Desmond will also appear at Las Vegas before returning to London to fulfill a Falladum book-

ing in June.

Harvey Stone repeats at the apitol theatre, N. Y., March 31.



### Night Club Reviews

Latin Quarter, N. Y.

Low Walters production of results of the control of the claims, Study Vallee; Jestures Dove of the Claire, Study Factor of the Clair of the Cl

one. Oreing, 45-20 miny seasoned Twenty year con miny seasoned Twenty year con miny seasoned the seasoned servital newcomer to show the would do a quick fade. This cutty-hiered ke-collegian from Maine and proposed the seasoned seasoned seasoned the seasoned seas

sponse to his song and instru-mental offerings. Especially for the femmes, of course. Much of his stuff is of the nos-



Lovely Lady of Song JANE

### JOHNSON

America's Foremost Marimbist

**GEORGE** 

GUEST

CLINTON HOTEL ::

talgic brand, though now he's no longer leading a band. Still the assured performer. Vallee once epitomized your kid brother home from college, or your sweetheart; radio and records did the rest.

radio and records did the rest.
The opening-night mob, which
certainly was not a show mob in
not reason of the word, went big
for Vallee, from his oldtime theme
opening. "My Time," through the
hits that have been associated with
him, namely "Whiffenpoor Song,"
"Vagabond Lover," and "Sten
Song."

opening. "My Time," through the hist that have been associated with him, namely "Whiffenpoof Song," and "Sen "Sen "Sen "Sen "Sen "While is doing other standards with which he's been inked, such signation," Man on Flying Trapees and "Volets." All done somewhat coming the history of the standards with which he's he had been compared to the standards with the sen sent the standards of the standards with the sent that the sent the sent that the sent that the sent that the sent that the sent the sent the sent the sent that the sent the sent the sent the sent the sent the sent the sent

Art Waner's orch plays an effective show, and he and Buddy Marlowe share the dance music.

Kahn.

Boswell's Cincy Reprise DOSWEII'S UINCY KEPTISE
Connee Boswell returns to Glen's
Rendezvous, Cinichnati, Jan. 21 for
two weeks. It's the singer's umpteenth date at the spot.
Miss Boswell is now at the Carnival Room, Minneapolis, and following the Cincinnati date moves
to Florida for a run at the Olympia
theatre, Misne

Cotillion Room, N. Y. (HOTEL PIERRE)

Patricia Bright, Artini & Con-suelo; Stanley Melba and Ralph Lane bands; \$3 and \$4 minimum,

speem, somey areas and Rough process. Samely Menbs. long a fixture occurrence of the process of

### Chez Parce, Chi

Chicago, Jan. 5.
Ted Lewis Orch with Geraldine DuBois, Reed Sisters (3), Paul White, Etroy Pease, Costello Twins, Chez Adorables (10), Sol Klein, Cee Davidson Orch (14); minimum \$3.50; cover 50c.

Cher Adorasors 1001. Sol. Atlens. S. Allens. S. Sol. Cores 750. (141); minimum \$\$3.50, cores 750. (142); minimum \$\$3.50, cores 750. (142); minimum \$\$3.50, cores 750. (142); minimum \$\$4.50, no one presents more rainfully this rensemble where \$\$4.50, no one presents more rainfully this rensemble where \$\$4.50, no one hardware and \$\$4.50, no one hardware \$\$4.50, no on

HELENE and HOWARD

T.V. SHOT Pittsburgh and New CLUB DATES Dir.: MATTY ROSEN Miss DuBols and Lewis duet "Gee, But It's Great," thanking the bis-troites for their attention. Finale has Lewis having to beg off after his theme, "When My Baby Smiles At Me." Los Angeles, Jan. 8

At Me."

Sol Klein directs the orch for the show, with Cee Davidson taking over for the dance sets.

Zabe.

Monte Carlo, Miami Miami, Jan. 8. Bill Robinson, Johnny Rice, ouise Hoff, The Vallets, Tony opez Orch.; minimum \$3.

Detailed the property of the control of the control

### Diamond Horseshoe, N. Y. (FOLLOW-UP)

Grollow-Up)
Billy Rose's "Violins Over Broadway" as it enters its second year, displays unsual boxoffice stamina. Spot is more than holding its own with tourist trade and some Broadway patronage attracted by but-spatronage stracted by but-spatronage with top Broadway talent.

treesing displays with top Broadway Ident.

Second in the series of standard 
Gentles to come into this spot is Al 
Gentles to come into this spot is Al 
Gentles to come into this spot is Al 
Gentles to come into the spot is Al 
Gentles to come into the fiddle 
desired to the second of the come in 
Gentles to the fiddle 
and frequently illerate humor hits 
and frequently illerate humor hits 
and frequently illerate humor hits 
Gentles and the second 
Gentles and 
Gentles that with this 
date, Rose has at long hat made 
of yarms and small talk. 
Bernie declares that with this 
date, Rose has at long hat made 
Comic appeared for Rose as a childperformer at the defunct Casa 
The remainder of the show holds 
up neatly. It provides a different 
The remainder of the show hold 
up neatly. It provides a different 
mutileheit. The strings throb out 
mutileheit. The strings have 
mutileheit. The strings 
mutileheit. The 
mutileheit 
mutileheit. The 
mutileheit 
mutileheit. The 
mutileheit 
mutileheit. The 
mutileheit. The 
mutileheit 
mutileheit. The 
mu

Cocoannt Grove, L. A. (AMBASSADOR HOTEL)

Carl Brisson, accompanied by Dick Hart; Freddy Martin Orch (16); cover: \$1.50-\$2.

Brief Herri, Freddy Martin Orch
(181); cover: \$2.0563.

Getting its new year off to a
Classy start, the Ambassador hotel has recruited Carl Brisson from the
classy start, the Ambassador hotel has recruited Carl Brisson from the
Cocannut Grove for the next four
weeks. Long a smart set fave, Brisson is a chart hot do business the
Brentwood-winemalights sit ermine
to ermine.

Although through professional
standing and family relationship
(he's Rosalind Russell's father-inlated). The professional standing and family relationship
(he's Rosalind Russell's father-inlated). The family father instanding and family relationship
(he's Rosalind Russell's father-inlated). The family father instanding and family relationship
(he's Rosalind Russell's father-inlated). The family father instanding and family father-inlated from the father-instanding and the father-inlated from the father-inlated from the father-inlated from the father-inbent father-instanding from the father-intended from the father-inlated from the father-inlated from the father-inlated from the father-inbent father-instanding from the father-inlated from the father-inbent from the father-inlated from the father-inlated from the father-inbent from t

### WOWS 'EM AGAIN! ORPHEUM THEATRE **OMAHA**

"But the standout facts to be recorded are that Joe Termini, a vaudevillian of the old school, stretched the audience in the aisles with a technique that originated years ago. Joe doesecondly own of the standout of the sta

a fancy trade name.

a fancy trade name besides being an accomplished insidelan in mel-day burlesques, also is an ali-around comic. An ordinary tune to him may become a ponderous passage, a rhapsody is transformed into bogie woogle. Facial accompaniment, eccentric posturing and some judicrous patter and some fant. Termin's stock in trade.

JAKE RACHMAN Omaha World-Herald

### APPEARING AT LATIN QUARTER NEWPORT RENTUCKY

JANUARY 14TH THROUGH 27TH

Permanent Address: South Coventry, Conn





MUSIC THAT SPELLS M-a-g-i-c to Millions

MCA

"NIGHT and DAY"
"JALOUSIE"

### More Performers **Investing Coin** In Niteries

Restaurate and cafes seem to be a favorite investment for position of the property of the prop

a gatruership arrangement in the physicors, N. T. Physicors in the physicors of the physicors have long been association, Gill-Limb, for example, is president of the corporation operating Gus & Andy's, a theatical hangout in N. T. Billy Reed, forsible of the physicors of the ph

### Chi Railroad Fair To Reopen June 25

### Satira's Salary Attached In Contract Breach Suit

Chicago, Jan. 11. Chicago, Jan. 11.
Satira (Patricia Schmidtl), who opened at the Music Bowl yesterday (10), is still fit her middle of a financial bassle with Ross Miller, who reportedly aided the dancer to gain pardon from the Cuban government several months ago for the was to receive 25% of her earnings in return for his aid.

Dancer's latest offer is a \$7,000

Dancer's latest offer is a \$7,000 cash settlement, plus 5% of her take for one year. Miller, so far, has nixed offer and has tied up her earnings with a court order. Situaearnings with a court ord-tion may be settled this w

### ANKARA, PITT, FOLDOS; MAY REOPEN IN SPRING

First post-New Year's casualty of the care best here was been contacted to the lounge. Meanwhile, the show topped by outsiders of town which dropped Dean Martin and Jerry Lewis has and gave its band two weeks notice Hard the same time. Coing to a dance. Goney Plans and longether and work Walters. A large temporary stage recovered that time. Story of the contact of the same that time. Story of the contact of

Plans call for considerable re-modeling during that time. Rloor will be raised in order to permit a better view of the entertainment from every part of the room and table section is to be terraced.

table section is to be terraced. Charlie Jamal, owner of Ankara, is also considering a deal with Sammy Wash, veleran cafe comic, to come back for the summer as a host-mc, working on a salary of the same of the To Reopen June 25
Chieago, Jan. 1
Chi Railroad Fair will reopen
John 25 for a long-trun next learner, as booked into the
Ankara in December for two weeks
and and stayed four, building up a
learner, according to Maj. Lenox R.
Lohr, prexy of the exposition. The
gundstand which was filled to ca
guilty pageant, "Wheels X" built be compared to the
last when he reopens. Nothing's
Equilty pageant, "Wheels X" of the
last when he reopens. Nothing's
Editions to the exhibits of trains,
sadditions to the exhibits of trains,
sadditio

### Fred Allen Doubles Up

Fred Allen, in taking out a life membership to the Jewish Theatrieal Guild, sent a \$500 check to the Guild, covering enough for two memberships. The other one, Allend quipped in a note to Guild exce see Dave Ferguson, is "in case I should live twice as long."

### Martin, Lewis Move To Steak House as Schuyler Rebuilds Arsonist Damage

Miami Beach, Jan. 11. Schuyler has started to rebuild the burnt-out portions of his Beachcomber, portions of which were destroyed last week in a fire believed to have been started by an arsonist. Damage was estimated at \$20,000, with most of the fire LOEW'S STATE, CLEVE.,

tinues excellent. Meanwhile, police and insurance detectives are on the hunt for the arsonlst, who left sever ai unburned kerosine cans around. Fire was discovered by Murray Miles, brother of comic Jackie, who opens there in several weeks, who was coming from the lounge at about 5 a.m.

Beachcomber is siated to reopen Sunday (16) when Martin and Lewis, Frances Langford and the Vagabonds finale. Frank Sinatra opens there the following day.

opens there the following day.

The Beachcomber was the third
fire in recent months. The first was
the old Copaciana, now replaced
by the Copacity, which burned
to the ground in the spring, second the Bail still to be reopened.
All started after patrons had left. The Beachcomber was the third re in recent months. The first was the old Copacabana, now replaced by the Copa City, which burned the ground in the spring, seeing the Ball state of the Ball still to be reopened in the Ball still still to be reopened in the Ball still sti

## Truce in Talent Splurging In the Works for Florida Bistros

booked 10 weeks in Mami this win-ter as well as a tour of England in the spring even above that figure. But now Jule will have to wait a while to cash in. Uncle Sam has tapped the youngster, and he pulls out for his Army stretch on Jan. 28.

to run into competition of the RKO
Palace.
Loew's is reported looking for
additional outlets for stageshows.
Shortage of suitable attractions at
right prices has hampered extension of its vaude operations. Chain
now has the Capitol theatres, N. X.
and Washington on a regular basis
stocknown of the Company of the Company
(Conn.) to occasional stageshows.

### Levine's Coast Trek

Army Tags Young Juggler

Pittsburgh, Jan. 11.

It's taken Bobby Jule, local kill.

Bliven, F. Lee, N. J., is a stempting the twee warrien interies in Miaml Beach. Bill Miller, operator of the control of the stempting of the ste Movement is on to effect a peace set a compromise between both nitery operators whereby each would stop knocking themselves out by overbuying acts.

Details of the peace-plan aren't known as yet, but it's believed to be based on an equitable division of acts.

tapped the youngster, and he pulls out for his Army stretch on Jan. 28.

LOEW'S STATE, CLEVEL, SETS STAGESHOWS

Cleveland, Jan. 11.

For the first time in many series that each could wind up the season with a profit if they exercised restraint in talent.

Cleveland xvill have more than one value house. Loew's State house, so the leader of the many state of the state

Miller returned last week to Florida immediately after the Beachcomber blaze, believed to have been caused by an arsonist.

Abramson Heads EMA ADITATISON INCASE LIVIA
Nat Abramson, head of the WOR
Artist Bureau, was reelected president of the Entertainment Managers Assn. of N. Y. at a meeting
last week. It's Abramson's fifth
consecutive term. Carleton Hub
was named veepee, Fred Watson,
secretary, and Edward E. Newman,
treasurer.

# Smashing Box Office Records in Europe's Leading Theatres

# **NICHOLAS BROTHERS**

RETURNING SOON From Triumphant Appearances in England ... France ...

Sweden . . . Portugal . . . Italy . . . Denmark . . . and

BY SPECIAL INVITATION

The Royal Command Performance

London, England

November 1, 1948



WILLIAM MORRIS AGENCY, Inc.

New York

Beverly Hills

Lendon

European Tour: FOSTERS AGENCY-MAROUANI & TAVEL



## **Night Club Reviews**

won't assert itself until later this Cocoanut Grove, L.A. thought has gone into the routin-

and it pays off handsomely The easy manner in which Bris-son works (with constant interrup-tions to bring ringsiders into the act), makes him a difficult per-former for a band to back without extensive rehearsal. The Freddy Martin with seeming ease, with Dick Hart providing top planistic accompaniment. Martin band, as alway, its tops on dansapation alway, its tops on dansapation from the last lap of the current stand since the room has deedled against confinning its usual policy of book-ing Martin for the entire Kap. The easy manner in which Bris

### Iceland, N. Y.

Carlo Buti, Mona & George, Bar-ton & Brady, Danny White; Guy Martin Girls (8), Jack Palmer Orch (7); minimum \$2-\$2.50.

Smorgasbord of the Iceland takes on an international flavor with the bow of Italian recording artist Carlo Buti at this Broadway spot. W.k. via his Columbia disks, the suave continental personality undoubtedly has a following. How-ever, his true b.o. pull probably



### **BARTON and BRADY**

5th WEEK ICELAND CAFE

Your Best Press Agent Your Photograph

year.

Buti is a stocky chap who vocals his tunes strictly in Ruslam, mas-much as he decent vessures as the standards as "O Sole Mio," "Funitum, "Estrellar," and thousts, his tones have a wider range which wrap the numbers with a warmth and reverence. Scored an encore at the finale by making a coy bow, Current stint is not his coy. So, do the standard of the stand

quent American appearances in the past.

Club Norman, Toronto Toronto Jan 10

Rolly Rolls, Wally Orch (8): \$2 minimum. Wicken's

Rolly Rolls, the French planist-satirist, is the sole attraction at this town's plushiest nitery. He does a 45-minute act at the plano that is jamming in the affeionados for the supper and midnight

shows.

Rolls is a splendid pantomimist of the keyboard. He plays the classes straight and with competeneout it is when he goes into his comedy planistles that the customers can't get enough. Rolls does concert artist, the gund-thewing jitterbug life of the party, the gamaking her plano debut, the neasighted player, and the drunken "professor."

"professor."
His patter and vocal kidding of the classics, coupled with that language accent which charms most women, is a fundamental part of his act. When caught, the finished with Cole Forter medically, the cole straight, that had him begging off.

Olywood

World Famous Photographers

Copa City, Miami Beach

Miami Beach, Jan. 11.
Xavier Cugat Orch, Jan Murray,
Johnny Johnston, Marge & Gover
Champion, Harmonica Rascals with
Johnny Pulco, Georgie Tapps, Tony
Bavaar, Line (12); minimum \$4.

Johany Psico, Cetorier Jappy, 1019

Following up the preem of this great price in the property of the program o

and turned in faster for top results.

Third in the trio of features is the Harmonica, Rascala, As per the way for the harmonica group. But this time out, the act has been tightened into a fast moving seab to the way for the harmonica group. Once legit musical burdiess that bring howls, mitts and an overall sock.

bring howls, mitts and an overall sock.

separaturent is out of the Terpuse, Thurs's Margus, Gower Champion, who click with their young looks, fresh and intelligent champion, who click with their young looks, fresh and intelligent champion, who click with their young looks, fresh and intelligent preem show, comes into her own with the ballet-modern interps.

On the productions, Georgie Tapps sets handly with the table ground and the productions. The Capat group background and present the production of the

Mnyfair Room, Chi (BLACKSTONE HOTEL) Chicago, Jan. 5. Beatrice Kay, Dick LaSalle Orch (9); \$3.50 minimum, \$1 cover.

(9): \$3.50 minkmuns, \$1.50 min

Man with the Little White Coat."
"Sheboygan," took her off to ample
plaudits.
Dick LaSaile's orch backs nimbly,
with the maestro on accordion and
Sylvan Green keyboarding, Danceables were firstrate.

Village Barn, N. Y.
Red Ingle's "Natural Seven" (8),
with Karen Tedder; St. Clair &
Alden, Harold Barry; \$2 minimum.

Red Ingles initial date in the east since his success on Capitol Records with "limit-ay-shin," and several other novelty plees, proves the control of the records with the "limit ay-ship," but which actually is conposed of eight men and a girl. However, the arties of the group, led by a man who sponsored and absorbed a lot view sponsored and absorbed in longer than the control of the property of the control of the property of the control of the control

NICK LUCAS KEN MURRAY'S BLACKOUTS

graduated, was somewhat dulled opening night (6) by bad routining and pacing of the show.
Meyer Horowitz, operator of the spot, has St. Clark & Aldens, a denne somit, working with Ingle and between the two they occupy, it seems, more of the running time than does Ingle. They're both olsay acts from the samethed of draw, and the same than descending the same than the same

seems, anote the theory to hold dusy sets from the standpoint of the Barn, but Ingle, after all, is the Barn, but Ingle, after all, is the Barn, but Ingle, after all, is the Charis, then a cute but built will be the built will be the built will be the built well by the vocal while Ingle plucks fresh fruit and westables from a Carmen. She cuts back in later to, do two straight words, "Can "Help Low Westables to be the built words, "Can "Help Low Westables to be the built words, "Can "Help Low Westables to be the built words, "Can "Help Low Westables to be the built words, "Can "Help Low Westables to be the built words, "Can "Help Low Westables to be the built words, "Can "Help Low Westables, "Low Westables, "Can "Help Low Westables, "Low Westables, "L

Venetian Room, S.F.

GAIRMONT HOTEL)
San Francisco, Jan. 5.
Tony Martin with Ben Oakland,
Ernie Heckscher Orch (11); cover
\$2.00.

Tony Martin didn't need the state of the sta of "Waiting tor the for uproarous exit

Glass Hat, N. Y.
(BELMONT PLAZA HOTEL)
Ames Bros. (4), Bert Stone,
Arry Jane Brown, Eddie Stone
Orch, Al Castellanos Orch; \$3.50

Orof., Al Castellance Orof., \$8.30 minimum.

The Belmont Plaza hotel's Glass Hat has attained a reputation among performers as being one of the property of th

Stone (New Acts).

Eddie Stone does an affable and competent all-around job as maestro. He backs the show capably and supplies sufficient incentive for danspation. Rhumba chores are by Al Castellanos, a hard and efficient worker at vocals and good-neighbor music. Jose.

### COMEDY MATERIAL FUN-MASTER

"The ORIGINAL Show-Biz Gog File" Nos. 1 to 22 @ \$1.00 each (Order in Sequence Only) (Order in Sequence Only)
SPECIAL: The First 13 Files
for \$8.00!!!

for \$8.00 : ! ! !

Different BOOKS OF PARODIES
(10 in Each Book) \$10 per Book
Send 10c for lists of other comedy
material, songs, parodies, minstrel
patter, black-outs, etc.
NO C.O.D.'S

PAULA SMITH 200 W. 54th Street, New York 19

In the Heart of Times Squa HOTEL CLARIDGE

44th St. and B'way, New York As Always

Catering to the Profession Room with Bath, Shower and Radio

DOUBLE



### **Manny Opper**

to this than meets the eye. Nobody believes his name

but everybody believes he'll be the comedy smash of the year. Who dat??

# LEO de LYON

Currently OLYMPIA, Miami

Opening STRAND, New York

Talent-touts ARTHUR GODFREY and PAUL WHITEMAN both acclaim LEO de LYON as the most "Refreshing Young Comedian in a long time."

GENERAL ARTISTS CORP.

Personal Management JACK R. TALAN

MAL BRAVEMAN & KAY NORTON



to ARTISTS of STAGE...SCREEN...RADIO

REPRINTS

original reprints at reproduction ra CARNEGIE HALL STUDIO :154 W. 57th ST. N.Y.C.

We are now equipped to make quantity

Phone Circle 7-3505

545 Fifth Avenue, New York

### **New Acts**

They have well as A Keating's card truck subtres. Whet's currently needed is additional material. Team indicate the control of the control of

PATTI PAGE

Songs 10 Mins. Cafe Society Downtown, N. Y.

25 Mins.
26 Mins.
27 Mins.
28 Mins.
28

MONA & GEORGE

9 Mins. Iceiand, N. Y.

Iceland, N. Y.
Nicely gowned brunet and male
elad in usual tails have a fair interpretation of the standard ballroom terp routines. Duo's work is
peliet with spins and twirls.
Palt does three numbers in all
elades three numbers in all
does three numbers in all
ficent grace and precision to
ficient grace and precision to
qualify the couple for most vaude
and nitery bookings.

JANE DOUGLASS Songs, Piano

Songs, Piano 15 Mins. Cafe Meurice, N. Y.

ROCHE & AZNAVOUR

Songs 12 Mins, Cafe Society Downtown, N. Y. 

FATSY KELLY & FRED KEAT.

ING
Comment
Sphy's Roof, N. Y.

Former film conditions a part of their cut of their

SUE CARSON

Songs 10 Mins. Village Vanguard, N. Y.

Village Vanguard, N. Y.

Sue Carson has a choice collection of special material and impressions of top singers, all delivered with a good deal of charm which indicate impact in the intimeries. Her lyrics are sly, with a soupcon of indigo. And she's okay vocally.

Miss Carson is yet to make 5:11

wordly.

Miss Carson is yet to make full use of her potentialities. She's yet to acquire the tricks to point up the inherent chuckles in her tunes, and projection is not yet fully dead to be a considered to the control of the contr

as well as small spots. Jose, and as well as small spots. Jose, acobate DoLLY PEMBROKE Acobate Dancing Apollo, N. Y.

The femme pretzel is an accurate description of dusky Dolly Pembroke and the standard of the spots of the sp

BERT STONE Comedy 15 Mins. Giass Hat, N. Y.

Glass Hat, N. Y.

Bert Stone, making hls New York
bow, obviously is an experienced
comic. His delivery and projection
are good, and most of his material,
while shopworn, serves him well. 18 Mins.

Jane Douglass as singer plantst plan

ROCKY & VICKY Dancing 4 Mins. Apolio, N. Y.

Apollo, N. Y.

An average boy and gal terp team, Rocky & Vicky show fair promise. However, they're handicapped by some rather ordinary routines.

Seplans are in a so-s tecoff. Male then contribs some solo stepping at first, but then warm up to win an okay salvo. Duo winds together with a brief lindy.

Gib.

ard performers. His latest find, Wally Cox, indicates that he'll make the grade, but it will be a long, hard pull.

hard pull.

Auguster playing his Cox is a wougster playing his Cox is a would be settled mong the ranks of parts of the control of the contro

However, he shows promise. His material is authentic and his characterizations amusing. His manner is somewhat reminiscent of Herb Shriner, but it's not intentional.

### Gambling

Continued from page 1 =

business, but overall difference is made up by a pickup in vaude houses. The Encanto, Americas, Warners, Fausto and Campoamor are using a couple of American acts weekly along with native talent.

weekly along with native talent.

Biggest-operation on the Islandis the Casino Nacional, in the
Havana suburbs, sole large cafe
with backroom operations. Spot is
using U. S. acts, and preem show,
which opened late December, had
Joaquin Garay, Trini Reyes, and
Rosita & Pepito. Raye & Naldi are
slated to open there later.

slated to open there later.

Among the native spots, Tropicana is reported doing top business with Chevales de Espana, a musical troupe imported from Spain.

Boniface groups and others are hopeful that lifting of gambling bans will entice a great number of spenders from Mianui Beach.

spenders from Miami Beach. However, despite gaming restrictions, there's enough business to warrant interest by U. S. agents. Leon Newman, of the Mark Leddy office, recently made a trip here and has made an agency tie with Jose Fuentevilla, of the Caravana office. Newman is alated to send a flock of acts to the island shortly.

### Artie Shaw

will be available in a wide reper-tory, including concertos by Mo-zart, Debussy, von Weber and Berezowsky, as well as shorter classical pieces; in two new con-certos being written for him by Morton Gould and Norman dello Joio, and in works by Gershwin and Shaw. and Shaw

and Shaw.

Columbia, which has Shaw only for concert and rectal dates (no radio, band or other commitments), has already lined up current (1948-beeson date for Shaw with the bessess of the control of t dium appearance.



BOB EVANS AND JERRY O'LEARY

Currently appearing Roxy Theatre, New York 3rd week. Thanks to Sammy Rauch and the William Morris Agency.

### **Unit Review**

Hellzapoppin of 1949

Hellzapoppin of 1949.

Comedy revue in two eets produced and presented by Olson de Johnson. Staged by Leon Leoni-doff; ciorcography, Dave Gould; doff, ciorcography, Dave Gould; Davenport; con a du ctor, Davenport, Da

Olsen & Johnson are back on the road with a new version of Hellzapoppin." While it plainly shows it is in its early stages, this the settling down and trimming processes. As it stands now show its a full evening's value for the cash customers, but with additional processes and the should be obtained by the settlement of the cash customers, but with additional processes under it should be obtained.

okay.

True to the O & J tradition, unit

cash customers, but with additional performances under it should be offer the control of the con

ceview

Islant butterfly wings waved by

Nirska.

"Manifacs Inc.," by which O & J

Bill the stable of specialty talent,
turns out an impressive list of
the stable list

### Truman Show Continued from page 1 =

tol theatre, conducted by Sam Jack

Kaufman.

Emcee chore will be shared by George-Jessel and Melvyn Douglas. In addition, the committee is still awaiting confirmation of the appearance of Ingrid Bergaman, with Joan Davis and Margaret O'Brien also strong possibilities, James E. Sauter is heading the production and talent committee.

store strong and filtright. To the strong and store the production and talent committee.

Sauter is heading the production and talent committee.

Efforts to add Bob Hope and bing Crosby have been snarled by Bing Crosby have been snarled by Bing Crosby have been snarled by Ling Crosby have been snarled by the show—which will run some—she to the show—which will run some—she to the show—which will run some—she to the she to compare the she to the she

### TV Goes to D.C. 'Gala' For the Big Free Ride

For the Big Free Ride
The inaugura gata will furnish
video—for free—its biggest and
richest lineup of talent thus far.
The entire stage entertainment will,
be open for television to carry to
the seast and midswest were granted
permission for continuous coverage. In addition, the tele cameras
will add something of the feel of
a Hollywood preem by coverage of
the gueste awell as the above
for as much coverage as they desire.

### House Reviews

### RKO, Boston

RKO, Boston

Boston, Jan. 7.

Horace Heidt Winners, with Don
ice, Harold Parr, Jack Green,
immy Grosso, Pat Therianal Neds
inc Jansen, Physitis Lite, Budle Mediscoe, George Pheasant, Dominic
rontiers, Larry Fint House orch;
Gallant Pass\* (EL).

Frontiers; Larry Fint House orch; "Collant Pass" (EL),

Current setup has Horsee Heidt; where the heid of discoveries going through their paces with varying engrees of success. Emerced by Don; show was well handled and scored only with payees at show caught.

Opens with a routine girl acro handled to the control of the

from the Hub a couple of com-ago. Rice scores in a couple of com-edy spots, leads the house's band, playing onstage, and does a neat job of holding show together. Ethe.

### Capitol, Wash.

Vaughn Monsington, Jan. 7.

Vaughn Monroe Orch. (21), with Moon Maids, Ziggy Talent, Dick Hammen, Jay Laurence, Earl Hummel, Cece Blake, Betty Kusieck, Holloway Sisters; "Kissing Bandit" (M.G.).

Hammen, Joy Laurence, Karl Hummel, Crees Blake, Berty Kusine Bandit (M.C.).

Main stem, after months of ordrought is again enjoying the foreign of people queuing up to lay it on the line, thanks to lure of value of people queuing up to lay it on the line, thanks to lure of value of people queuing up to lay it on the line, thanks to lure of value of people queuing up to lay it on the line, thanks to lure of value of people queuing up to lay it on the line, thanks to lure of value of people queuing up to lay it on the line, thanks to lure of value of people queuing up to lay it on the line, thanks to lure of value of people queuing up to lay it on the line, thanks to lure of value of people queuing up to lay it on the line, thanks to lure of value of people queuing up to lay it on the line, thanks to lure of value of people queuing up to lay it on the line, thanks to lure of value of people queuing up to lay it on the line, thanks to live of value of people queuing up to lay it on the line, thanks to live of value of people queuing up to lay it on the line, thanks to live of value of people queuing up to lay it on the line, thanks to live of value of people queuing up to lay it on the line, thanks to live of value of a contract of the line, thanks to live of value of a contract of the contract of the line, thanks to live of value of a contract of the line, thanks to live of value of a contract of the line, thanks to live of value of a contract of the line of t

Stidney Greenstreet, Gabriel Hostter, Gary Coopen, Bumphrey Intion, Gary Coopen, Bumphrey Intion of the Commercials and
newscasts. Wind up on Pree, Trabing of radio commercials and
newscasts. Wind up on Pree, Trabing of radio commercials and
newscasts. Wind up on Pree, Trastudience houlding for more after
a general sock reception.

Ziggy 'alent winds up almost
photo Inish with Lawyence for topdor" and 'alliers, 'the latter
a general sock reception.

Holloway Staters, recent addition
to act, rate attention—and get tioand hep conedy, Gets plenty, calls
for more.

Holloway Staters, recent addition
to act, rate attention—and get tioand perfect teamwork. Gals do as
well in individual stinits, showing
that the commercial society of the contion of the commercial society with additional society
with additional society. The commercial society
and prefer teamwork. Gals do as
well in individual stinits, showing
this type terpine, Pair show off to
good advantage in finale also. Start
list type terpine, Pair show off to
good advantage in finale also. Start
this type terpine, Pair show off to
good advantage in finale also. Start
stowly with galleries, but work
before they dance off.
Standout production effort is a
football number coming midway in the
stowly with galleries, but work
before they dance off.
Standout production effort is a
football number coming midway in
football number coming midway in
the commercial state of the commercial state of the
state of the commercial state of the
commercial state of the
commercial state of the
commercial state of the
commercial state of the

### Hippodrome, Balto.

Baltimore, Jan. 9.

Wesson Bros. (2), Honey Bros. (3), Al Gordon & Pals, Betty Jane Smith, Jo Lombardi House Orch (12); "The Boy With Green Hair" (RKO).

Well-paced setup is alightly top-leavy with holdry but plays to peavy with holdry but plays to the peavy with holdry but plays to the peavy with holdry but plays to the relationship of the peavy with holdry but peaved to the peave with the peaved to the

hote balancing sic in the backcound with Garson belleving the
paper of the backpaper of the word effort
paper of the word effort
paper of the word effort
processor of the word effort
pro

### Apollo, N. Y.

Ella Fitzgerald, Andy Kirk Orch (14). Bullmoose Juckson & His Bufato Bearcats (7), Rocky & Vicky, Dolly Pembroke, "Pigmeat" Markham & Co.; "Remember Pearl Harbor" (Rep).

Wicky, Dolly Pembroke, "Pigment", Markham & C., "Remember Pearl Harbor" (Rep).

Ella Fitzgerald and Bullmoose Jackson carry off top honors in the Bull Fitzgerald and Bullmoose Jackson carry off top honors in the Harlem payees, while upcoming the busyon congesters really sends the Harlem payees, while upcoming star great payed to the Harlem payees, while upcoming star great payed to the Harlem payees, while upcoming strumentation of his small band. Musical—department is \_Lurcher. The whole the starts the starts with a novelty. Mose the Mooch." Comprising three rhythm, we reed and movelty, "Moose the Mooch." Comprising three rhythm, we reed and Trill Always Be in Love With You's besides backing the large warbing takes in a horod field-rewarbing the horod field field

## VARIETY BILLS

WEEK OF JANUARY 12

ection with bills below indients ope Letter in parentheses indicatés circuit; (i) Independent; (i.) Loew; (ii) Mess;
(P) Panamount; (B) EKO; (S) Stell; (W) Warner; (WE) Walter Reads

(IV) Personneutt (IV) Study (IV) Personneutt (IV) Study (IV) Personneutt (IV) Study (IV) Personneutt (IV) Study (IV) Personneutt (IV) Personne

Harper & Louise
The Cathalas
CHICAGO
CICLEGE (P) 12
Jack page (P) 12
4 Step Bros
Janis Page
Joey Adams
Carl Sand Ore
HARTFORD

Mark Plant
Carl Sand Ore

HARTFORD
Stata (b) 15-16
The Marking Markin
The Colutions
INDIANAPOLIS
Circla (b) 14
Sammy Kaye Ore
Panny the Hoise
KINGSTON
Way 91-15
Oraine & Ellis
FWallin Twins
Jack Lafku Artin
Link Branch

Bob Evans
Strand (WB) 14
Tommy Dorsey O
Bobby Van
BALTIMORE
Hippodroma (I) 14
Peiro Bros
Chris Cross
Stubby Kaye
3 D's

Royal (I) 14
Count Basic Ore
Pearl Balley
Patterson &
Jackson
Teddy Hale

Tattes.
Tattes.
Time Timblin Co
Roberts Sis. &
White
PERTH AMBOY
Majestic (WR) 12
Chet Clark
Dorsine & Ellis
Wallin
Stroud & Martin
PHILADELPHIA
Carman (I) 13

Political College of the College of

Shryender or Alvaren of the State of the Sta

of noise and high, shrill notes.

Morked the customers up to a high plich, and made the going easy for "Shorts" Davis, first specially Lad taps and acro stuff ring the bell, the's given super-backing by the Hampton drimmer, who lays it could be super-backing by the Hampton drimmer, who lays it could be super-backing by the Hampton drimmer, who lays the sisting of Herman McCoy, Roy Johnson, Luriean Harris, Roland burton and Lorenc Carter, blend burton and Lorenc Carter, blend burton and Lorenc Carter, blend tower the state of the super-backet of the super-backe

Friars' 44th Frolic

Friars Club will stage its 44th
annual Friars Frolic at the Imperial theatre, N. Y., Sunday night
(16).

(16). Milton Berle, Friars' Abbot, is lining up the bill and will emeet the affair. Last half of show will comprise a group of skits featuring Berle.

### Cabaret Bills

NEW YORK CITY Larry Marvin
Harbara Davis
Hore Da Blua Angal Delora Buena Frenk Fontaine Donna Mason Ellis Larkin 3 Martha Davis

Martha Davis
Cafe Jamos
Pat Harrington
Cafe Sociaty
Jack Gilford
Patti Page
Roche & Aznavour
Dave Martin Ore
Clique
Mary Lutes

Irving Fields Ore
Maxine
Letin Quarter
Sophie, Tucker
Sophie, Tucker
Tucker
Tucker
Landre & Cerna
Step Bros
Arnaut Bros
Arnaut Bros
Arnaut Bros
Arnaut Bros
Winton Franket
Brick Grayson
Prominaser
Prominaser
Brick Grayson
Prominaser
B Harlow Ore
B Harlow Ore
Le Parroques Roche & Aznavous
Dave Martin Ore
Mary Lucius
Mary Lucius
Fred Robbins
George Sheuring
Copacciona
Mitzl Green
Carl Rawazza
F & S Barty
Linda Lombary
Linda Lombary
Faul Godkin
Skyriders
M Durso Orc
Alvares Orc
China Boll

Jacobs Orc.

Into Abstract Action of the Control of

Pantheuse Kurt Maier Art Ford

Reyal Reesi Billy Eckstina Charlia Ventura Charlie Parker T Dameron Org Splvy's Kelly & Keating Splvy

Kelly & Keatin
Spivy Vrailias
Georga Ulmer
Bob Grant Ore
Panchito Orc
Village Barn
Red Ingle Orc
Karen Tedder
Horold Barry
Sinclais Adda
Villags Vangu
Dilores Martins
Vangu
Gyril Haines S
Waldorf-Astoris
Mario & Fioria
Jimmy Carroli
Jimmy C Laen & Eddie
Laen & Eddie
Eddie Davis
Art Waner Ore
Narda
Cerl Conway
Graham Sis
Allan & Nobles
Shepard Line " Old Roumanian Sadia Banks Jackie Phillips

### CHICAGO

Blacknawk Art Kassel Orch Gloria Hart Lee Marx Jill Adams Harvey Crawford Brookes Randall Robert Dev Kermit & Gloria Joseph Cole Gil Lewis Peta Landros Hotel Stavans Harvey Crawford
Hotal Blamark
Don Reid Orch (117
G & I Palmer
G Dormonde Bros
Gwen Parke
Russ Jones

Gwen Parke
Russ Jones
Haisings
George Goebel
Lola Ameche
Phil D'Rey
Firankie Hyle
Billy Chandler Orc
H Edgawaier Seven
Henry Brandon Orc
Yost Ambassadors
Mary Ann Fedele
Presion Lambart
D Hild Dancers 1120

Joseph Cole
Peta Laudres
Peta Argen
Manuel DH Toro
Peta Laudres
Peta L D Hild Dancers (I: Cher Parse Ted Lewis Geraldine DuBois Reed Sis (3) White & Pease Adorables (10) C Davidson O (11) C Davidson O (11)
Sharman Hotal
Jack Fins Ore
Honey Dreamers
Olivette Miller
Jim Ameche

Pitt Cafe Razed by Fire

Pittsburgh, Jan. 11.
One of town's best-known road-houses, the Greenwood Gardens, on displaying the control of the control of

Dea Carrol goes into Ciub Baga-telle, N. Y., Jan. 24 after playing S. S. Argentina cruise show.

### N. Y. Drama Critics Boxscore

(As of Jan. 1, 1949)

Key to abbreviations: SR (shows reviewed), R (right), W (wrong), O (no opinion), Pct. (percentage).

		SR.	R.	w.	0.	Pet.	
	BROOKS ATKINSON (Times)	36	32	. 4	-	.889	
	PORERT COLEMAN (Mirror)	. 38	32	6	-	.842	
	WITTIAM HAWKINS (World-Telegram).	37	31	5 .	1	.838	
	PICHARD WATTS, JR. (Post)	37	- 30	7		.811	
	PORERT GARLAND (Journal-American)	37	. 30	-7		.811	
	TOWN LARDNER (Star)	34	27	6	. 1	.794	
	WARD MOREHOUSE (Sun)	34	27	- 6	1	.794	
	TOHN CHAPMAN (News)	38	. 30	7	1	.789	
	HOWARD BARNES (Herald Tribune)	36	28	8	-	.778	
ć	VARIETY (Combined)	38	37	1	<u> </u>	.974	

## Times' Brooks Atkinson Tops N. Y. Critics' Boxscore at Midway Mark

Times, leads the field at approximately the half-way point in VARIETY'S boxscore of the New York drama critics for the 1948-45 Robert Coleman, of the season. Robert Coleman, of Mirror, is in second place, with William Hawkins, of the World-Telegram, in third position. Atkinson made a sharp jump from midterm a year ago, when he was last

in the list.

Richard Watts, Jr., of the Post, and Robert Garland, of the Journal-American, are tied for fourth spot, while John Lardner, of the Star, and Ward Morehouse, of the Sun, are stalemated for sixth place, John Chapman, of the News, is eighth in the running and Howen, and the Heroid Tribune, is mintb.

sintb.

Ratings are based on 38 regular productions from the start of the season last June 1 through last Dec. 30. It excludes the imittee of the season last June 1 through last Dec. 30. It excludes the imittee of the season last June 1 the City of the season last June 1 the City of the Season last June 1 the City of the Season last Season

reviewers.

As always, the horseore is based on the correctness of the different ertites' opinions on the shows reviewed. That is, whether a review is considered "right" or "wrong" depends on whether the show in dustion proves to be a success or failure at the boxofine. In other is a success or failure at the boxofine. In other is "right" or "wrong" is to terminous in "right" or "wrong" is to the show the property of the control of the show. In computing the averages, "no in computing the averages, "in

"wrong."
According to present Indications.
14 of the 38 shows so far this
season are hist. However, three of
those are somewhat questionable
and if any one of them, or others,
doesa't come through as expected,
the critical averages will have to
be revised accordingly. Of the
ber revised accordingly. Of the
critical averages will have to
be revised accordingly. Of the
critical averages will have
the critical averages will have
the remaining
three are expected to fold soon.

### Boston Rep May Fold With. 'Richard' Show

Willi. Kichard Janow
Boston Repertory Theatre, currently offer in g. "Knickerbocker
Holiday" at the Copley here, may
long the control of the control of the control
or "God fafer its next produce
and Whorf. Having recently salled
and Whorf. Having recently salled
or "God fafe its next produce
and Whorf. Having recently salled
and Whorf. Having recently salled
and the control of control
or con

### Walking on Air

Walking on Air
New Stages is wondering
whether it should rettle "The
Victors," its current production at 11s Greenwich Villageplayhouse, N. Y., "Miscale in
stems from an incident that
happened last Friday (7).
Patron, using crutches, pBleecker' street house and
bought two tickets for the
Jean-Paul Sartee drams. Several minutes later the crutches
but the man had disappeared.
No one saw him leave, nor has
anyone been able to explain
crutches.
Pending claim for the

Pending claim for the crutches, or at least an expla-nation, they've been left in the lobby.

### Buchanan Flits From One 'Ladies' To Other: Dixon In London 'Shoes'

JIXOn In London Snoes
Jack Buchanan, who closed Saturday night (8) "Don't Listen,
Ladies," at the Boo'th, N. Y., bloot
to England Immediately afterward
to England Immediately afterward
don edition of the show. He'll succed Francis Lister, who's been
ut of the part because of pneumonia, with an understudy playing
Addel Dixon, one of the leads in
the short-lived Broadway version
of the comedy, also left for England immediately after the closing,
horing received as telephone offer
production of "High Button Shoes,"
at the Hippodrome.

from Jack Hylton to go into his production of "High Button Shoes," at the Hippodrome.

Lee Ephraim, co-producer of the New York edition with Buchanan, salls Saturday (15) for England. He had intended to remain in New York extension were reader. York several more weeks.

### ANNIE' PASSES 600TH **AUSSIE PERFORMANCE**

AUSOIL I EAR OMINIANUE.

"Annie Get Your Gun," presented by J. C. Williamson, passed its 600th consecutive performance in Australia New Year's Day. Now in Sydney, "Annie" looks to run one year solid here. It did 11 months in Melbourne, set new records in Melbourne, set new records in Adelaide and Brishane, and plays the important New Zealand terriory after the Sydney run.

tory atter the Sydney run.

From the first night "Annie" opened in Melbourne there hasn't been an empty seat in all the spots played. Show will take out about the healthlest gross ever gotten with a single attraction under the Williamson banner.

Evie Hayes, wife of Will Ma-honey, has seored a personal tri-umph as the lead in "Annie."

### London 'Harvey' Personal Triumph For Sid Field

London, Jan. 11. Sid Field, top British comedian, scored a personal triumph in "Harvey" which opened Wednesday (5) at the Prince of Wales. In the first straight part of his career, Field made a tremendous impression

sion. Enthusiastic reception to the Mary Chase comedy leaves little doubt that "Harvey" will have a prolonged run. Critics and public generally acclaimed the piece.

### For Office Bldg., But Not For at Least 21 Years

For at least 23 Years

The Empire theatre -N. Y., purchased last week by the William Waldorf Astor estate, is ultimately to be razed in favor of an office of the state of the state of the favor of an office of the state of the

### 10G in Retro ATPAM Hikes

New agreement between the Assn. of Theatrical Press Agents & Managers and the League of N. Y. Theatres, retroactive to Labor Day, provides for increases for company agents on Broadway and the road. Present contract, under which the boosts were negotiated, expires mext Labor Day and confabs to mext Labor Day and confabs to the State of the Assn. As the Confabs to the State of the

next ador Day and contast to the summer.

At total of about \$10,000 is involved in the retroactive raises. The new rates for the various. The new rates for the various caps. The previously \$133.50]; coago, \$122.50 (from \$113.50); coago, \$122.50 (fr

### Warners As Presenters Of 'Harvey' In Albany Albany, Jan. 11.

The Warner circuit, in booking "Harvey," with Joe E. Brown, for three performances at the Strand, Jan. 25-26, is presenting a legitimate show on its own for the first time here in recent years. The only traveling productions seen at the Strand for a long time have been two played under the auspices of the Variety Club's Heart Fund.

m. 11. Sund. median.
In "Harbon Median.
In "Harbon Median.
In "Harbon Median.
In the John Median.
In the John Median.
In Ulica. Albany's sole regular cancer, stage fare in the past two seasons bury's Playhouse. The Strand had since the season Median.
In the Median Median.
In the Median

## Empire, N.Y., Will Be Razed Dramatists Guild Not to Make Changes Pending Clarification on 'Monopoly'

### Chaney to Partner With Englund on 'He and She'

Englund on 'He and She'
Stewat Chang' will partner
with we'll Englund in the production of the latter's musical comedy. 'He and She,' which is slated
tog into rehearsal within a few
weeks. Chaney will also design
No director is set for the show,
no longer being considered. Jerome Robbins will stage the dances
and Jules Musshin is set to star,
music and Orden Nash supplied
the lyries for the show, which is
budgeted at \$180,000.

### Bloomfield's 4-Mo. Term May Be First of Several Govt. Moves Vs. B'way

Govt. Moves Vs. B'way
Legit producer Harry Bloomfield
att week was sentenced to a fourland to the sentence of a fourland to the sentence of a fourland to the sentence of the sentence o

cording to Asst. U. S. District actions of Theorem Shientage, extending the Asst. May 1965, to August. 1946.
Government prosses ut it on of Bloomfield may be the first ha a Broadway producers. There have been several recent reports of Treasury Dept. agents investigate well as income tax and social security deductions by other managers. In at least one such case well as income tax and social security deductions by other managers. In at least one such case well as income tax and social security deductions by other managers. In at least one such cases well as income tax and social security deductions by other managers. In at least one such cases well as income tax not such as the such

### HAMID RAPS A.C. MAYOR ON NEW LEGITER BID

Atlantic City, Jan. 11. In an effort to induce New York to resume openings in Atlantic City, a legltimate playhouse may be erected here by the resort may be erected here by the resort with funds from the present so-called luxury tax. Mayor Joseph Altman, speaking before a civic club last week, outlined the plan. He said that he had in mind a theatre, to be located on the boardwalk, which would be city-owned and would see about 2,000. Cost would be about \$500,000.

would be about \$500,000. Mayor Altman's proposal brought an immediate reply from George Handli, operator of Steel George Handli, operator of Steel tree now than anyone knows what to do with," he said in a letter to the Mayor. "There are two on Steel Pier which we would make available to responsible parties or to the city."

Paris, Jan. 11,
Hollywood agent Jerry Lavan
says he'll produce "Anna Lucasta"
here.

Pending some legal clarification, the status of the Dramatists Guild and other such professional organizations is uncertain. The Guild council will meet tomorrow (Thur.) to consider what course to pursue until an opinion is issued by N. Y. Supreme Court Justice Simon II. Rikhid on various motions argued

Supreme Court Justice Simon II. Rithand on various motions argued Rithand on Various motions argued lowing trial of Carl E. Ring's antimopoly suit. If it believed the Goild council will decide to go along at least temporarily on the Contact of th

Riffsind's ruling-on—the-pending, motions, the Guild's position appointments of the Guild's position appointment of the Guild's and the Guild's are stored to the organization in minimum basic the organization in the basis of the organization in the basis of the organization of the position of the organization of the position of the organization of the or

imilizely chance that damages could be collected.

A conding to one member of the condition or reorganization of the Guld. With or without a minimum basic agreement, it's argued, established playwrights would still wances, and would insist on the same share of film and subsidiary vances, and would insist on the same share of film and subsidiary rights. As to the author's right to okay script changes, that's figured Even the Subberts, who, one sued the Guild on the basis of the minimum basic agreement, would have little to gain by forcing discounting the condition of the conditi

### Anne Jeffreys' Two Bids for Next Season

iantic city, a legitimate playhouse may be erected here by the resort with funds from the present so-tailed luxury as Mayor Joseph Altman, speaking before a -civic dub last week, outlined the playhouse dub last week with the should be city of the civic be about 2000. Cost took with the cost of the civic be about 2000. Cost took with the cost of the civic be about 2000. Cost took with the cost of the civic beautiful and the cost of the civic way of the civic way

# Trend Is Towards Goodwill, Service In New York's Theatre Management

Despite increasing operating tests, the managements of a number of New York legit theatres are investing large sums in renovating

Investing large sums in renovating and maintaining their houses. This is accompanied by special emphasis on courteous service by threative personnic to deal to be a summary of the personnic to deal to be a summary of the personnic to deal to be a summary of the personnic to deal to be a summary of the personnic to deal to be a summary of the personnic to deal to be a summary of the personnic to the personnic to

Solve were all only one to differ the combat comba

be proud of that theatre."

Understood the chain and cable manufacturer, who entered show business last year as the bankroller of the flop "Riold It" and subsequently bought in Florida It" and subsequently bought in Florida It is not shown to be supported by the subsequently bought in Florida It is not shown to be supported by the subsequently in the subsequently

# London Stadium Bow

### **Current Road Shows**

Lurrent Road Jhows

"Allerro"—Amer., St. Louis (10-18); KRRT., Des Moines (17-18); Music Hall, K. C. (20-26).

Music Hall, K. C. (20-26).

"Good (10-12); Aud., Wore.

(3-15); Ford's, Balto. (17-22).

"At Way With the Army—Aud., Hernaldeouts of 1948—El Capitan, L. A. (10-22).

"Bronn Xesterday"—Aud., Denver (10-12); Cap., Satt Lakes (13-18); [10-12]; [10-12



The Bowery character who dances his way into your heart and into the Boudoir of MAE WEST in "DIAMOND LIL."

### Play out of Town

Figure of a Girl New Haven, Jan. 6.

New Haven, Jan, o. Theatre Guild production of comedy in three acts (five access by Philip Barry, adapted from "Empreva", et Chine" of adapted from "Empreva", et Chine" of and Lill Palmer, features Ariene Francis. Staged by Robert B. Sinclair, zeenery by slewart Chaney; gowns by Valentina and the stage of the stage

Shubert, New Haven, 881, 9.

Populette Phyllis Kirk
Plerre Renault. Jean Pierre Aumont
Toto Donald Hanner
Christiane Benoit-Benoit, Lilli Palmer
Denise Benoit-Benoit Lawrence Practice
Victor Benoit-Benoit Lawrence
Proceedings of the Control of th

The first position of the posi

### Coast Legit Tryouts Pay Dividends, 'Ear's' 198 GL.A. Take Shows

Los Angeles, Jan. 11. Final audit of the Coast "Lene An Ear" company, now being made, is expected to furnish conclusive proof that trying a show out on the proof that trying a snow out on the Coast pays heavy dividends. In 30 L. A, weeks, "Ear" grossed \$198,-500. Original production cost of \$30,000 was repaid and the current audit is expected to determine exact amount of profit.

accept the expected of the expenses of the North Coast Transport of the Coast Coast

### Legit Bits

Gliadys Feldman, Steeleght for Grown Charles of the Control of the Control of Control of

### Play on Broadway

Abbe Practical Workshop production of trama in three acts by Marquerite F. felcher. Staged by Gloria Montry dance irected by G. Woodi costumes, and the stage of Rose in the Wilderness

...Michael Summers
Frank Dudley
Bichard Venture
J. Hetherington
Richard Karter

headed by several Equityties, its scores, scores, John Martin, as the Shaker elder who errs; Frank Dudley, as the elder tummoved by world! desires, munity's pillars: Lee Austin, as the young sister who finds love more important than the sect; Jenna Fleet, Richard Venture and J. J. members of the community, standout in fine performances. Gloria doubt in the community, standout in fine performances. Gloria doubt in the limited medium, while C. Wood's Monty's staging is good in the limited medium, while C. Wood's grouply are of distinct Broadway calibre.

### **Total Broadway Grosses**

	last season:	0	
		Thi	
		Sease	n Season
	Number of shows current	33	26
	motel weeks played so far by all shows	. 686	742
	Total gross for all current shows last week \$63	7.800	\$555,100
	motel season's gross so far for all shows \$16.20	9.300	\$15.883.000
٠.	Number of new productions so far	39	34

## Chi Still Hefty: 'Roberts' \$28,700. Brig' 35G, 'Desire' \$18,600, 'Man' 16G

Legit bo. is still hefty after boff sew Year's week, with favorable weekler and furniture conventions of the property of the second series with the series with the second second series with the second second series with the second secon

methanly tapered.

Danie the Magleian opens at the
Sudebaker Jan 12, and will feature a Sunday matinee for children

Francisco of the Control of the Control

of "Man and Superman" at Great

of "Man and Superman" at Great

Northern Jan. 16 and will all alle art

sunday matinees. "Finlan's Rain
ow' opens at Shuberti dan. 31.

Breden-Savoy Comio Opera Co.,

Civic Opera House (2nd week) (3
50); \$3,71). Cyt aix cutting into

take, with fairish \$15,500.

"Brigadeon," Shubert (14th sek) (2,100; \$4.94). Getting good are of furniture convention trade.

"Man and Superman," Great Northern (2nd week) (1,500; \$4.94) Generous returns in second last week, Big \$16,000.

"Medea," Blackstone (7th week f1,358; \$4.40). Closing next week but holding well with profitable \$13,500.

\$13,500.

"Mister Roberts," Erlanger (17th week) (1,334; \$4,23). Furniture men flocking to this one, keeping house at capacity with \$28,700.

"Streetcar Named Desire." Harris (15th week) (1,000; \$4,33). Nice mathee play keeping in black with \$18,600.

## Lil' 22G. Philly. 'Shoes' \$30,000. 'Smile' \$5,000

Estimates for Last Week

Estimates for Last Week
"High Button Sheen." Shubert
2d week) (1,877; \$4.55). Without
aid of tilted holiday scales, this
muscal return visitor sol an okay
now of the second session here.
Now in in Second session here.
Now in In Second session here
week) (1,776; \$3.90). Mae West
veek) (1,776; \$3.90). Mae West
veek) (1,776; \$3.90). Mae West
veek) (1,746; \$4.30). Tryout
and the second session of the second s

### 'Girl' \$11,100, N. H.

Giri \$11,100, N. ri.
Substantial biz greeted the breaknod "Figure of a Giri" at the
by a good advanced (63). Haced
by a good advanced (64). Haced
by a good advanced
by a good composition of
the good composition of
the

### 'Okla' 35G In 10, Denver; Split Week B.O. 39G In 7

Denver, Jan. 11.
In spite of heavy snow and cold weeker, "Oklahoma!" did a fine \$85,000 in 10 shows at the \$2,00 cent auditoritum at \$4,20 cent. In the Stuart, and \$3,50 cent. And the Stuart and \$3,50 cent. And the sum of the stuart and \$3,50 cent. And the sum of Denver Jan. 11

torium, with 3,300 seats and a \$5.300 in three shows.

Using 4,000 seats in the auditorium, "Skating Vanities," brought in by Oberfelder, did a fine \$37,000 at a \$2.60 top in nine shows.

# 'BORN' \$13,000 IN 4, K.C.

HELLZ 50G IN 2 TOWNS

Kannas City, Jan. 11.

Legit is having one of its busiest months here, with a road company in every week, some weeks landing the season. In "Hallesteen the season of the week saw to have a season of the week saw that the saw that t

### 'Finian' Sizzling \$35,800 In Its Second Pitt Week Pittsburgh, Jan. 11.

Pittsburgh, Jan. 11.

"Finian's Rainbow" wound up at the Nixon with a sizzling \$35,800 on the the opening stanza. Difference was accounted for in the New York of the Section of the Section of the Section of \$45.50 top, as against regular scale of \$45.50 top, as against regular scale of \$45.50 top, as against regular scale in the upper tiers zee always hard to Story in the Section of second balcony, and those seats in the upper tiers zee always hard Story in the Section of the Secti

Story last week that show's \$36,500 for initial stanza set a record for the season was a mistake. "Brigadoon," in its second week holds that mark with \$37,000.

### 'Allegro' \$24,000 in First Of 2-Wk. St. Louis Stand

Crix blew hot and cold on the Rodgers . Hammerstein mount of a two-week stand at the American Saturday (8) with a fair bo. score. With the 1.700-east house grossed an estimated \$24,000. "Ed Wynn's Laugh Carnival" will tee off a two-week engagement following "Allegro."

### 'EAR'S' 30 WEEKS IN L. A. NEARS 200G

Los Angeles, Jan. 11. end An Ear" wound a 30 stand at Las Palmas Satur

"Lend An Ear" wound a 30-week stand at Las Palmas Saturday (2) with an overall gross of siles, 500 for the run. Final week at increased scale helped swell hot total. Show will not tour from total. Show will not tour from tour starting allow planes, but a starting allow planes, but as the spring is in the cards. "Show Boat" also finaled Saturday after two good weeks at the Philharmonic, No newcomers this frame.

ne. Estimates for Last Week

Estimates for Last Week
"Blackouts, or 1948," El Capitan
(342d wg) (11.42; \$2.40). Back in
the \$17.000 grown." Las Paines
(25.64). Back in
the \$17.000 grown." Las Paines
(25.64). Back in
the \$17.000 grown." Las Paines
(25.64). Back in
the \$17.000 grown." Las
(25.64). Back in
the \$17.000 grown.
The

gross hitting \$85,300—representing about 85%.

"The Heiress," Biltmore (2d wk) (1,636; 53.60). First full week registered pretty good \$17,100, some \$13,000 of that figure coming from Theatre Guild subscription list.

# '5th Ave.' 24G. Desert' 19G.

Desert 19G,

Sly 5G, Hub

Boston, Jan. 11.

Legit leveled off last week awe for the sock biz registered by "Along Fith Avenue," on the sock biz registered by "Along Fith Avenue," of the sock biz registered by "Along Fith Avenue," of the sock biz registered by "Along Fith Avenue," of the sock biz registered by "Along Fith Avenue," of the sock biz registered by "Along Fith Avenue," of the sock biz registered by "Along Fith Avenue," of the sock biz registered by "Along Fith Avenue," of the sock biz registered by "The sock biz regis

## B'way B.O. Takes Nosedive Again: Upturn Due; 'Girls' Boffo \$50,300, 'Kate' \$45.800, 'Anne' \$28.600, 'Sky' 23G

Roadway's annual post-holiday (in final state of the consective was unusually tough last transfer, attendance has assigned week, setting off a flurry of closure of the conditions, gross and the content of the content

musteal. Slipped again last week 582,000.

S32,000.

An of Challiot? Belace Ca with CD-1,077; \$48,00. French import started slowly but is being helped by favorable followup press comment. Lack of thesetre patients are comment. Lack of thesetre patients as the comment of the c

sild a trifle: \$34,000.
"My Romance." Adelphi (12th wk) (C-1,343; \$4,50). Shubert mustal finally lossed in the mon Satur-closing notices hypord attendance a bit at final performances; \$12,000.

Mr. Meadowhrok." Colden (2d wk) (C-1,575; \$4,50). Conductive was slated to fold Saturday (6) but got additional financing and continues; with the help of two-for-closes; with the help of two-for-closes; "Private Lives." Physical Lives." Private Lives."

"Private Lives," Plymouth (14th wk) (C-1,062; \$4.80). Noel Coward revival slid to about \$16,000, but had a sharp upturn Monday night (10).

reviva': siid to about': \$16,000, but ad a sharp uptum. Monday. night and a sharp uptum. Monday. night with a sharp uptum. Monday. night of the sharp with music never caught on; doses sturday night after 23 performation of the sharp with music never caught on; doses sturday night after 23 performation; and the sharp with the sharp wit

overy. "Young and Fair," International (6th wk) (D-1,173; \$4.80). Resumed engagement flopped and the Vinton Freedley-Richard Krakuer entry folded Saturday night (3) for keeps after 40 performances; sad \$4,000.

### 'Mill' \$40,000, Detroit; 'Decision' Winds Up 14G Detroit, Jan. 11.

Detroit, Jan. 11.

"Red Mill," at Masonic Temple here, grossed \$40,000 last week.

"Command Decision," at Cass, did \$14,000 for second and washup week, after \$19,400 the previous week.

'Okla' 31G, Columbus

Columbus, O., Jan. 11.
The No. 2 company of "Oklahoma!" battled the post-holiday doldrums to a fine \$31,000 here last week.

Sadler's Wells Ballet in 1st U.S. Visit;

Brings Hurok Back Into Terp Picture

Sødler's Wells Ballet of London

Sødler's Wells Ballet of London

Will make its first visit to the U.S.

Inst October, when troupe will appear at the Metropilan Opera House and the Metropilan Opera House of Sødler's Wells booking is another sadier's Wells booking is



Report recently of a "tiff" between Jean Dalrymple and Nat Dorfman over announcements in the dailies that Pauls Lawrence was stituting for the alling Beatrice Lillie in "inside U.S.A.," at the Majestic, N. Y., was erroneous. Miss Dalrymple, whose office does publicity the state of the state

Closing of "My Romance" last Saturday night (8) at the Adelphi, N. Y., was decided by the Shuberts despite an offer by an outsider to underwrite any losses for at least four more weeks. Identity of the individual who made the bld is unknown, but he was brought in by Anna Joffreys, star of the musical.

individual who inade the bid is unknown, but he was brought in by Anna Jeffreys, star of the musical of the guarantee against losses was puzzling, since the Shuberts operate the Adelphi and would have received four weeks' rental by a continuance. Actual decision is believed to have been made by John and Lee Shubert over the objections of J. J.

"The Shop at Sly Corner," Gant Gaither production starring Borla Karloff, which preems next Tuesday night tills at the Booth, N. Y., has been recently seen locally in a film version, tittled "Code of Scotland Yard." Republic picture, made in England, stars Oscart Homolka as leading to the Code of the Code

Several prominent show business names are among the backers of "Madwonan of Chalilot," at the Belazco, N. Y. The Alfred de Liagre, Te., production is explicated as \$80,000, and the producer and his wife, and the state of the producer and his wife, and the state of the producer and his wife, and the state of the producer and the state of the Arthur Altschul, N. Y. Times correspondent, \$800; actor Robert Montagonery, \$4,100, Jame C. Grant, of Life and Time, \$3,600; Howard S. Cullman, \$8,400; de Liagre, \$8,400, and Joseph Verner Reed, \$15,000. The agreement provides for 25% overcall.

The Playwrights' Co., which was associated with Dwight Deere Wiman in the presentation of Kurt Weill's musical version of Elmer Rice's "Street Scene" two seasons ago, was invited to share in the forth-coming production of the Clifford Odets play, "The Big Knife," which Wiman is doing with Lee Strasberg and the author. The production was already financed, but Wiman offered to let the Playwrights buy in merely as a courteys. Bid was refused, with thanks.

—Touring production of Terence Rattigan's "O, Mistress Mine," with John Loder and Sylvia Sidney, is budgeted at only \$15,000. General partners are Harald Bromley, Eddle Rich and Dean Goodman, and among the limited partners known to show business are Al Greenstone, \$1,000, and Eunice Healey, \$300.

Esclegiter Garry Davis, son of bandleader Meyer Davis, had extensive coverage on his world citizenship movement in Paris from both the New Yorker and Nation mags last week. The New Yorker, in its letter from Paris by Genet, referred to the 20,000 people who attended the recent Garry Davis Meeting in the Velodrome d'iliver, and to the camerant Garry Davis Meeting in the Velodrome d'iliver, and to the camerant Garry Davis Meeting in the Velodrome d'iliver, and to the camerant camerant de la compart de l

### Eddy's 22 Spring Concert Dates Are Grabbed Up

Nelson Eddy has been booked for a spring concert tour, from March 1 through April 30, by Columbia Artists Mgt. Singer made 22 dates available, which were immediately signed up. Tour starts immediately signed up. Tour starts in California, crossing country to N.Y. and returning through Texas. One of the 22 dates will be at Carnegie Hall, N.Y., April 17, for Eddy's first N.Y. appearance in five years, and in addition there will be a radio date on the Telephone Hour from N.Y. April 11.

Hour from N.Y. April 11.
Eddy is due back on the Coast
in May to appear opposite Jeanette
MacDonald in Metro's "Embassy
For Brazil," which Joseph Pasternak will produce. Eddy will also
do another concert tour next fall,
in October-November.

KEITH'S 'VAGABOND' STINT Detroit, Jan. 11.

Ian Keith, who has just finished in the "Three Musketeers," has been signed for "The Vagabond King."

It starts at the Masonic Temple here Jan. 17, and will run until Jan. 23.

### SAMUEL FRENCH

Play, Brokers and Authors' Representatives 26 West 46th Street, New York 7623 Sunses Bird., Hollywood 46, Cal.

### AT LIBERTY SAMUEL J. FLUGELMAN

PLAYS

### HARRY MEYER

Author's Representative 347 Madison Ave. New York 17, N. Y. MU 4-1909

## Apartments Unfurnished

FOUR 3-ROOM APARTMENTS RIGHT OFF TIMES SQUARE RENT \$135 UP. NEW EQUIPMENT INQUIRE ON PREMISES, 133 W. 45 STREET OR CALL MR. RAINEY, AL 4-6113.

### VIC HYDE

Currently in "HUMPTY-DUMPTY"

CASINO THEATRE, London

HARRY FOSTER LONDON, ENGLAND IAOMI HORRABIN, Perso ramount Theatre Building Des Moines, Iowa



as BILLIE DAWN in GARSON KANIN'S

### "BORN YESTERDAY"

Opening at the LOS ANGELES BILTMORE THEATRE

January 17, 1949, for 4 Weeks

The Baltimore Sun: "Miss Parker is a

The Baltimore Evening Sun: "...contagious charm

Baltimore News Post: "... heartening velation... gifted comedienne."

Philadelphia Inquirer "...captivating qualities ... highest possible praise."

Philadelphia Daily News: "...complete command of the situation ... dominates the entire show."

Philadelphia Evening Bulletin: "... all-fired cute and downright impish."
Pittsburgh Gazette: "... a brisk and winning comedienne ... authority ... captivating."

Pittsburgh Press: "...distinctive tang ..grows on you."

Cleveland Plain Dealer: "... permess, charm, grace of movement, a fine sense of timing ... a delight."

Cleveland News: "... a shining comic talent."

The Cleveland Press: "... the smartest things in the show... she struck just the right note of piquancy ... hilarious effect."

**Detroit Times: "JEAN PARKER SCORES** HIGH . . . one of the best perform we can remember.

Detroit News: "JEAN PARKER ROMPS AWAY WITH COMEDY. Makes corsage of the play and wears it all evening. A peach of a comedy performance . . . bull's eye . . . wonderful actress."

بها المناجب الماكم الإناث الشبية بالسند

Detroit Free Press: "... a very par-ticular performance ... elemental ... fundamental."

Ohio State Journal: "JEAN PARKER is magnificent."

The Columbus Dispatch: "... is winsome and enchanting . . . a gay and effective portrayal."

The Columbus Citizen: "... really discovered her in "Born Yesterday" . . . convincing ... Her performance is superb."

Cincinnati Post: "... Ingratiatingly real. Cincinnati Inquirer: "... most effective ... laugh grenades ... fine polish."

Indianapolis Times: "JEAN PARKER Is tops

Indianapolis Star: "... persuasive ... clever. Indianapolis News: "... expressive

The Louisville Courier-Journal: " . . .

cute . . . convincing. The Louisville Times: "... asserted her-

self as comedienne . . . verily a revela-The Dayton Daily News: "... full command."

St. Louis Post-Dispatch: "JEAN PARKER SHOWS DELIGHTFUL COMEDY SENSE . . . just about perfect."

St. Louis Star-Times: "... highly

عربان برافي فينوا فالمتار والمستنان والمتاب المتاسية المتابع المتابع والواج والمحجود

### Literati

Billy Rose's Global Column
While away on four-month worldware on four-month worldware of the Billy Rose will go the state of the state

reames columning on April 25.

Fartune Ganders Heilyrneod
the Columnia of the

26 Grand Hotel' Suit Charging infringement of a copyrighted translation of Vield Drake and Herman Shumlin last week filed a \$20,000 damage suit in N. Y. Federal court against Bender of the State of the Common State of the Comm

European Branch Composition Draide consent.
Complaint further charges that the individual defendants and grandhalming the Modern Library and Complete Composition of Sistense Modern Library and completed an original translative Mass Baum. When she assigned all rights to the piece to Ulistein Verlag, Draice contends that he later obtained permission to copyright the English translation of the Composition of the

Cornelia Stinner's Life Stint
Cornelia Otti Skinner has been
Anded an assignment by Life mag
to do a feature on Mrs. Harry Transa. She is currently in Kansa
City with temporary offices at the
working up home town material.
Although she has written books
and stories, the Life chore is the
first news article for the actress.
And stories, the Life chore is the
first news article for the actress.
Man will run about 20 pages—
double spaced, that is, the actress
double spaced, that is, the actress
told Kansas City Star reporter on
her arrival in the President's
home town.

Praissman, Samuel Masover, Joseph Blumfield and Maurice Flegnaum. A fifth defendant, Horformation of the Market Marke

CHATTER
Fawcett Publications dropped its publicity department Jan. 1.
Jack Douglas writing another tome about Hollywood, titled "What and Why It Costs a Little

tome about Hollywood, titled "What and Why It Costs a Little Extract". Williams, former West Costs editor for Fie mag, cheeked in as feature editor of the L. A. Mirror. Harris now doing a column, "Broadway & Vine," for heading Best, in addition, to her other writing and broadcasting on "Why Heven't the Movies mon forum in New York, Jan. 14, Elli Rae, former supervisor, of True magazine, named acting Got True magazine, named acting Got True magazine, named acting distans. There'll be no perman chief editor for the Fawcett Publications mag.

chief editor for the Fawcett Publications mag.

Leo Guild, a Warner studio p.a., starting a daily cartoon feature Jan. 17 for the N. V. Post Syndicate. Panel will be labeled "Wizz ard of Odds" in which the mathematical odds on thousands of subjects will be given.

jects will be given.

George—Jessel,—who—recently
wrote a commentary taking exception to certain passages in Lloyd C.
Douglas'—The Big Fisherman,'
has been asked by Harold Strauss,
editor of Alfred A. Knopf Pullshing Co., to write a book on a
religious theme, under the filter
The Minstra and but 600 fb. But of the control of the con

"The Minstrel and the Gods." Bennett Cert, Random House pret, leaves on a cross-country with a lecture stopover at Fort Worth, Tex., Feb. 3. He'll arrive on the Coast Feb. 10. Lucrative payoff of the gas believed it is high-superfluid to the season of the coast feb. 10. Lucrative payoff of the gas believed it is high-superfluid to the season of the s

### Dramatists Guild

to copyrights to a well as stage and screen the stage in the complaint states, brake handed his rights to solution of the organization now, the states, brake handed his rights to solution of the organization now, the stage rights are under the stage rights, to the stage rights, to the stage rights were reserved for his benefit.

comelia Skinner's Life Sint
Cornelia Oiis Skinner has been handed an assignment by Life mag hand. She is currently in Kasel and the state of Interpretation
Matter of Interpretation of Interpre

sidered "employees" or the Gulld is an "association" engaged in seeling the products of its members los apparently one of the legal points involved. The fact that the authors involved. The fact the thin product of collect advances on their scripts and are paid in royalties rather than by salary, is another pertinent matter. Whatever happens, the thin product of the collection of the

### B'way Closings

parently ended for the balance of the season.

parently ended for the balance of the season.

Much of the boxoffice slump of last week was 'anticipated, as there's usually a slackening limited and the state of the state o

turnout of holiday celebrators.
Shows that closed last Saturday, night (3) included "Don't Listen, Ladies," at the Booth (15 performances); "Jenny Kissed Me," at "Make Mine Manhattan," which vacated the Broadhurst to tour "Make Mine Manhattan," which vacated the Broadhurst to tour "Samall Wonder," at the "Gon't was a standard of the "Fair," International (40). On the road, "Command Decksion" folded in Detroit and "The Play's the fair," International (40). On the road, "Command Decksion" folded in Detroit and "The Play's the fair," International (40). On the road, "Command Decksion" folded in Detroit and "The Play's the fair," International (40). On the road, "Command Decksion" folded in Detroit and "The Play's the fair, "International (40). On the road, "Command Decksion" folded in Detroit and "The Play's the fair, "International (40). On the road, "Command Decksion" folded in Detroit and "The Play's the play the fair of the fai

19) at the City Center, N. Y.,
Scheduled to fold next Saturday 15) are "Annie Get Your
Gou," at the Imperial, N. Y., "Har"Make Way for Lucia," at the
Cort, with "Rape of Lucretia" set
to blink out Sunday night 116) at
the Ziegfeld.

the Ziegfeld.

Also, "The Victors" will end its
run Jan. 22 at New Stages, but is
to be succeeded shortly thereafted
by "Blood Wedding" Finellammer
and Smellammer, which preceded the
parade by quitting the Music Box,
N. Y. Jan.

### From Hits to Floos

parane by quitting the susse Box, N. Y., Jam Illis to Plaps
The folding shows range from spectacular hits to Brape Promost of the former is "Annie Get Your Gun," the Irving Berlin must be the property of th

3 1 3 5 W

Nutley, N. J., Jan. 7.

They say (who are they?) that if you leap off a cliff your whole life tunbs by you before you hit the floor of the came. Seems to me dead to the control of the came of the ca

there, Scully! You saw these things happen!"
I did, too, though not quite in the uplifting way they happen in these outstanding pictures of the year. Once a governor, who got the job when I turned down the pleas of eight legislators to head the ticket not foolingl), later asked me to help solve the state's hospital problems. As I was a graduate of 30 hospitals in Europe and the U. S., it looked like he perfect tieun

the perfect lieup.

But in our smattering of ignorance neither of us realized that the only hospitalization the state was allowed to indulge in by the legislative lobbysts of a profit-notivated medical profession was the insense. So I found myself attempting a new deal for dopes. There profession was perpetually complaining, it couldn't show a fraction of its therapeutic genius due to the terribly overcrowded conditions of the hospitals.

the hospitals.

My first survey left me a little west of the manie-depressives themselves. I found that practically all the endirectors we were considered to the practical production of the practical production of the many considered that shakes gave you a referred paley. I recommended that most of them he retired and allowed to remain at the hospitals in the status of patients.

### Male Carrie Nation

Male Carrier Nation

But it seems these doctors had been shrewd enough to anticipate troublemakers like me and had got themselves cemented in as civil service employees just before 1. arrived, hatchet in hand, as a sort of Carrie Nation. Thus to all recommendations for their removal they grinned in a slaphappy way, faturing I wouldn't last long enough to louse up the system whereby crazy doctors treated insane patients, and called the whole mess "mettal therapy."

and caused the wnoie mess "mental therapy."

One of the surprising features of the state hospitals was that the buildings themselves were frequently beautiful. At least that was true of the front buildings, the front lawns, and the bungalows which housed the medical staff. The back buildings, however, were horribbe hellholes and run like Alcatraz.

housed the medical staff. The back buildings, however, were horize hellholes and run like Alcuira. Lab were licensed by the state, Among the private sanatoria, which the state of the stat

### \$600-Per-Month for Class Joint

that chiropractors couldn't possibly know less.

S600-Per-Month for Class Joint
One of the class joints charged \$600 a month if the doctor thought
your name was important enough to be remembered. Here patients
were graded like diamonds and treated accordingly. The toppers,
however crazy, were listed as "nervous hreakdowns," had bungalows
were shoved further back into an area which would never have survived a stum clearance project under the late Little Flower. If their
real relatives ran out of money altogether the patients would there
real relatives ran out of money altogether the patients would there
real relatives ran out of money altogether the patients would there
real relatives ran out of money altogether the patients would the
real relatives ran out of money altogether the patients would the
The Stubborn Wood" by Enally Harvin is a story of this racketeering in psychiatry, and to my knowledge is true. Her heroine, finally
brushed from a private deluxe sinatorium after three years of "treatment of the study of the study of the study of the real relatives.

That was 15 years ago, and she is still cured.
My itschmique in inspecting these schnook pile was to blow in unMy itschmique in inspecting these schnook pile do find a back
way, and being a born gate-crasher, fortifed now with imposing
crodentials, I usually was well behind their iron curtains before the
front office was warer that I vaso in the premises at all
ment and grimly
determined to show me as little as if I were Churchill hunting out
determined to show me as little as if I were Churchill hunting out
for the relative to the study of the relative to the relative

### **About a Crazy Editor**

Well, I had seen a similar case in the chiropractic san I speak of, well, I had seen a similar case in the chiropractic san I speak of, and the chiropractic san I speak of tearing and goes to sleep. We once had a crazy editor, and we used to let him slash manuscripts the same way. He got well and now writes novels which run 1,000 pages. He is all right provided My own report on "The Shake Pil" is that It is a true pict 2 of all paileats except the Mrs. Virginia Cunningham represented by Olivia de Havilland. Mrs. Cunningham would never get such plush revationed in a state hospital, but Livey de Havilland as an Academy pitals much as it does in Hollywood studios. The way the rest of the patients were treated in "The Snake Pil" is more typical of the presonal service the mentally Ill get. In brief, mass neglect for a The whine of medical directors is, as it has always been, that the hospituls are overcrowded. Well, schools are overcrowded, so to are most homes, but teachers and mothers have not used overcrowded. Well, schools are overcrowded, so to are most homes, but teachers and mothers have not used overcrowded. He was a subject of the paid of the sanker piles it will have to begin by removing the fangs of dectors who think illness was instituted by driven will in order to give the mahogany design. This will liberate the other kind of doctors who think illness was instituted by driven will in order to give them mshogany design.

was instituted by divine will in order to give them instituted by divine to sit behind to sit behind

Broadway

The William Brandt off to Minam Bran

### Rome

By Helen Tubbs Eiy and Dorothy Culbertson in

Ely and Dorothy Culberson m. Rome.

Reformed. Hendrix ill in her hotel in Home.

Writer Hans Ruesch off to Africa for story material.

For story material.

Dario Sabatelli readying a script to spiring him produce of American and Italian films, ill at her home mand Italian films, ill at her home for the spiring him.

Market Market

and a number of others associated with the show. Group traveled 10,000 miles from the States and return. Their first regular show was for the Wiebbaden headquarters command frinting number of the Wiebbaden headquarters command for the Wiebbaden headquarters command for the Wiebbaden headquarters command for the Wiebbaden head with the wiebb

Not long ago
A group we called the Air
Corps
Helped win the war and took
a bow

a bow Not long ago We cheered the fighting Air

Wanda Hendrix ill in her hotel in Rome. Hore spring the production. Las Miranda, actress, of American and Italian films, ill at her home before spring film ill at his home here with flut at director for Hapture. Him ill at his home here with flut at director for the form of the production. The spring spring spring spring the spring sprin

representation of the produced first. Tarisian revue, "Exciting Paree." Production on both pix, however, will await the final preparation of A tour in Producial and Spain has determined the production of the pr

### London

Avril Angers, popular radio and stage singer, marrying actor Barrie Wicks.

stage alager, marrying setor Barrie
Micks.
Vicks.
Lord vivan, Sir Charles R. Cabe
Lord vivan, Sir Charles R. Cabe
Lord Bond.
Ronale Waldman, popular commentator of BBC, salling for the
U. Gordon Sandison, general secreary of British Actors Equity, hospilaized with nephritis.
Eric Lightford, one time associate
British Cinemas, named joint manaing director of Dufay-Chromes.
A revival of "Like Time" will roMajerty's pending the long-walled
production of "Brigadoon" at this
Balesty's pending the long-walled
production of "Brigadoon" at this
Busse.
Longes who hows out of

place "Charley's Aun;" at His Adagety's penging the long-swalled house. The second of the long-swalled house. The long-swalled house. The long-swalled house. The long-swalled house was a long-swalled house. The long-swalled house has been seen as the long-swalled house. The long-swalled house house has been seen as the long-swalled house house has been seen as the long-swalled house. The long-swalled house has been seen as the long-swalled house has been seen as the long-swalled house. The long-swalled house has been seen as the long-swalled house. The long-swalled house has been seen as the long-swalled house has been seen as the long-swalled house. I see he was a long-swalled house has been seen as the long-swalled house. I see he long-swalled house has been seen as the long-swalled house. I see he long-swalled house he long-swalled house he long-swalled house. I see he long-swalled house he long-swalled house he long-swalled house. I see he long-swalled house he long-swalled house he long-swalled house. I see he long-swalled house he lon

tributing it to the Yuleitde and waiting for normal times for real terms of real terms of the control of the co

### Vienna

Pienna

By Enill W. Masss

Gents Deutsch off to London to

de finst Deutsch off to London to

con tim work.

Leo Dubois, 73, ballet master of

City of Vienne okayed 1,0000,000

Kiha film production.

City of London okayed 1,0000,000

Kiha film production.

The street of the control of the c

Peter Stelgerwald working on educational film on St. Stephens Cathedral. Stadt theatre opened under man-agement of Theo Gehiert with bur-

Stadt theatre opened under man-sement of Theo Gebiert with bur-Mikolaus Kobelkoff, one of the best-known showmen operating in best-known showmen operating in the property of the stade of the inent park, hung hinself due to inancial losses suffered during the recent summer season. While the wright and stage director, returned from England and the U. S., will wright and stage director, returned from England and the U. S., will drive performance of Tennessee Williame "Glass Menagerie." Fault Wessely and her husbandr-at the Freien Deutschen Suchner at the Freien Deutschen Suchner at the Freien Deutschen Suchner at the Freien Deutschen Suchner the Company of the Stage web; it "Vagabonds," of the stage web; it "Vagabonds," of the stage of the Champs Stysees, Paris, for special performances of "Salome" and honor of the Stsh birthday of com-poser Richard Strauss.

### Copenhagen

By Victor Skaarup
"Alle Tiders Heit" ("The secret
life of Waiter Mitty"); at Paladsteatret, is doing fine. But biggest
hit is still "Carnegle Hall" at
Grand.

Grand.

Press is squawking about the Danish film 'censor nixing most linas for children. Even "The linas for children. Even "The work only be seen by adults.

Demmark got its first ice-show in big exhibition hall, the Forum where Age Grentfold presented where the children is the control of the control of

tion by the crix, will run for s

tion by the crix, will run for a month.

"I Remember Mam" Ångber der de Copenhagen. It ran poorly for a volley for a volle

### Germany

By Harvey D. Sanderson
Pathe newsmen Richard Hanser
and William Deeke are currently
filming life under the Berlin
Blockade for another chapter in
the documentary series, "This Is
America."

America,"
"Anonymous Letter," based on
the story by Annemarie Artinger,
is first film to be produced by the
Cordial Film Co. in Berlin-Templehol. Arthur Maria Rabenalt
will direct.

will direct.

Willy-Zeyn Films has begun
work on its first film, "Quarrel in
the Tenant House," at Wildback
Kreuth. Script is by Maximilian
Boettcher, based on the legiter by
Johans Roesler and Peter Gillman.
Director is Erich Kobler.

Director is Erich Kobler.

"A Dream—No Life," a play set in the early days of the occupation of Vienna by the Russians in spring, 1945, is scheduled for presentation at the Kammerspiele in Munich. The political comedy was authored by Fritz Kortner.

### **Govt. Budgeteers** Continued from page 2 :

000, and for the next flscal year it is down to \$47,000,000.

tures next year, plus anothe \$10,000 to maintain its San Fran-cisco radio office,

### **Jack Benny** Continued from page 1 =

the cellar and its guardian, the violin teacher, Dennis Day and his mother—and conclusive proof of Don Wilson's avoirdupois.

Don Wilson's avolrdupois.

Characteristics assigned to Mary
Livingstone, the Sportsmen's Quartet, Phil Harris and other cast
members have always been tailored
to fit their actual physical appearances. In addition, Benny feels that
the years of stage experience represented by his troupe will aid the
switchover.

switchover.

If the layout is filmed, it will be done through Benny's Amusement Enterprises Inc., which reently wound up its first plcture, "The Lucky Stiff," for United Artists release.

### Hollywood

Arthur Lyons hospitalized with stomach trouble.

Norman Freem at the Month of the Month Lyon Gordon Joned Lack Mul-caby 28 garage as a sacciated as a Lyon Gordon Joned Lack Mul-caby 28 garage as a sacciated caby 28 garage as a sacciation. Sylvan Simon left for Virgin Islands to socut film locations. Wanda Hendrix returned from Italy with a 193 degree tempera-

ture.

Edward Arnold started his 65th film role in "Dear Wife" at Par-

and the second service of the second se

### Chicago

Willie Shore may go to England appear in a musical comedy. Gene Autry brings his variety show into Civic Opera House Jan.

Mrs. Harry Balaban is recover-ing from surgery at Wesley hos-pital.

ing from surgery at Wesley hospital.

Gene Fowler cancelled stay in the state of the westher.

Carmen Miranda may follow Ted Lewis into the Chee Parce, with In line.

Ted Lewis missus putting finishment of the state of the sta

### Dublin

By Maxwell Sweeney
David Heniev here to o.o. talent
for Rank group.
Korda star Kieron Moore planed
in for vacation at home.
C. M. Bargate here to set deal
for Irish rights of "Monsieur Vincent."

cont."

Ronald Ibbs-Gerald Pringle opening new tour of western towns.

opening new tour of western twins.

MacLiammoir have garnered hish additional months and an additional months and a month of the same of t

### St. Paul

Civic Opera closed season \$8,000

Civic Opera closed season \$8,000 in red.
Police called to handle crowled for March of Dimes Cat Show held in December.
In

### **OBITUARIES**

### VICTOR FLEMING

VICTOR FLEMING

VICTOR FERMING, 64, one of Hollywood's outstanding flow for the
form of the following of the following of the
form of the following of the following of the
following of the following of the
following of the following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
following of the
fo

His first sound picture was

IN FOND MEMORY OF

### "EZ" KEOUGH

Who Passed Away Jan. 15, 1948

BOB EVANS SADIE JACOBS

"The Virginian," in which he in-troduced the moving camera boom and other technical experiments which were generally adopted in film production.

finn production.
Fleming's most notable directorial achievement was "Gone with the Wind," which he made for David O. Seirnick, Others to the series of the s

### FIRTH SHEPHARD

FIRTH SHEPHARD

Firth Shephard, 57, British legit produced, and after a heart attend to in 1924 and was an entered the produced field after a heart attend to in 1924 and was an entered the produced field and was not seen to be a considered to the produced field fiel

Survived by daughter, who is the wife of Leslie Mitchell, film and

### ALBERT E. SHEA

ALBERT E. SHEA
Albert E. Shea. 55, booker, of
legit and screen road shows at Lyric
differ. (Loew-Poll). Bridgeport,
differ. 10.00 processes of the control of the control
in show business since 16, when
home in that city.

In show business since 16, when
worked as stagehand at Jacques,
worked as stagehand at Jacques,
worked as stagehand at Jacques,
worked as the control
in show business when the control
in show business with the control
in show the control
in sho

productions. Last Broadway show was "Louisiana Purchase," after which he brought UBO attractions into Klein Memorial and later Lyric, Bridgeport. Recently. Shea had turned to writing scripts for radio and comic structure. The comment of the comment will carry on for her husband at Lyric.

CHARLES BURKE 50, who had been seemed to be considered to be considered by the construction of the past in Washington, D. C., Jan. 11. He can be constructed productions for the past in Washington, D. C., Jan. 11. He can be considered by the construction of the const

emetery. Survived by wife and daughter

### CLAUDE ROBINSON

CLAUDE ROBINSON

Claide Robinson, 72, veteran showing Robinson Robinson, 72, veteran Service For Formal Robinson, 72, veteran Robinson, 72, vete

In 1929.
A daughter survives him.
TOMMY HANDLE!
Tommy Handley. 58. British radio comedian, died of a cerebral radio comedian, died of a cerebral show the state of the state o

RICARDO R. MONTIEL
Ricardo R. Montiel, 55, general
manager of the Giddens-Rester
theates of Mobile, Ala, died Jan5 in that city, He came to Mobile
from New Orleans 22 years ago as
district manager of the SaengerParamount - Richards theatre circuit cuit. Survived by wife, three sons and

### two daughters.

Wife of M. P. Harwood, when the Bros. exchange travelling auditor, and the brown of the dealer than the Bros. exchange travelling auditor, and the brown of the day of the dealer than the brown of the day of the Bros. Exchange travelling auditor, and the brown of the Bros. Exchange travelling auditor, and the brown of Jimmy Edmundson than the Bros. Exchange travelling the Brown of Jimmy Edmundson than the Bros. Exchange travelling the Brown of the Brown of

erected the first picture theatre in St. Charles, Mo. In the 1920s he formed the Gasconade Amus. Corp., which owned and operated banon, St. James and Sullivan, Mo. He retired in 1938 and sold the St. Charles house. He owned considerable real estate, Survived by wife.

### PHIL SHELLEY

PHIL SHELLEY
Phil Shelley, 48, hollywood agent
and personal manager, ided in New
York Jan. 5, following a heart atyork Jan. 5, following a heart atBlue Angel opening of his client,
Martha Davis. Body was flown to
Hollywood for burial. He was in
the agency longs to Hollywood Joy
years ago one to Hollywood Joy
years ago one to Hollywood Joy
exers so were management of the
takes over management of the
agency; two daughers and a son.

### HOWARD ANDERSON

HOWARD ANDERSON
Howard Anderson, 61, who for
many years had appeared in vaude
with his wife under the team name
of Anderson & Graves, died at his
home in Roosevelk, L. I., Dec. 23.
He had retired from show business 20 years ago and had been in
commercial business since then,
Survived by wife.

### PETER WILSON

PETER WILSON
Peter Wilson, 75, veteran theatre manager, died in Sacramento,
Cal., after a heart attack, Jan. 1.
He had managed theatres thera
and in other cities until 1927 when
he. became a city employee in
Sacramento. He retired on a pension in 1943 at the age of 70.
Survived by his wife.

### MINNIE STEELE

MINNIE STEELE
Minnie Steele Brinkman, 68,
former vaude and sereen actress,
died Jan. 5 in Hollywood as a result of a stroke.
A native of Australla, she toured
the world in an act known as the
Steele-Sisters. Moving to Hollywood in 1922, she played in Christie Comedies and Baby Peggy pic-

FRANCIS H. COBB, SR. Francis H. Cobb, Sr., 60, legit producer and theatre operator, died in Atlanta, Ga., Jan. 8. At one time Cobb owned the El Capitan theatre, Hollywood. Most successful of his legit ventures was the musical "No, No, Nanette."

# ALONZO BARKLEY

Alonzo Barkley, general agent and traffic manager of leading cir-cuses for the past 40 years, died in Chicago, Jan. 2. He was one of the founders in 1912 of Showmen's League of America. Survived by wife and son.

### JOHN J. BAKER

John J. Baker, 42, theatre and film studio publicist, died in Holly-wood, Jan I, following a heart at-tack. Until three months ago he had been a publicist at Universal-international. Wife, mother and son survive.

### MORRIS JOSEPH

Morris Joseph, branch manager for Universal Pictures in New Ha-ven until his retirement in 1941, died in Miami, Dec. 31. He had been associated with Universal for 28 years. Survived by wife and a daughter.

### THOMAS BURCHILL

Thomas Burchill, 64, Chicago agent, was killed in auto crash, Jan. 8, in that city. He had been an agent in Chi for 40 years, and was recently connected with Boyle-Woolfolk agency.
Survived by wife and three chil-

SAMUEL E. COFFIN

Samuel Edgar Coffin. 72, vet-eran Memphis showman, died-there Jan. 3. He managed the Princess theatre in Memphis for 20 years and was formerly con-nected with the Lightman-McCord chain throughout mid-south.

Mother of Edwin Knill, general manager for legit producers John C. Wilson and Saint Subber & Lemuel Ayers, died Jan. 9 in New

Eugene Granata, 40, electrician with "A Streetcar Named Desire" (Barrymore, N. Y.), died after a heart attack in New York, Jan. 2.

William Cook, 61, stagedoor man at Chicago theatre, died in Chi-cago, Jan. 9.

Wife of M. P. Harwood, Warner Bros. exchange traveling auditor, dled on Dec. 26 in Wayne, Pa.

### BIRTHS

Mr. and Mrs. Seth Flax, dau; ter, New York, Dec. 31. Father in pressbook dept, of Eagle Li Films,

is Halla Stoddard, legit actress.
Mr. and Mrs. Seth Babits, son.
New York, Dec. 25. Father is a
nitery pressagent, red Vance, son,
Mr. and Mrs.
Mr. and Mrs. James C. Resor,
andio amenuncer.
Mr. and Mrs. James C. Resor,
daughter, New York, Dec. 22. Father is a radio time buyer with
McCann-Erickson and agency.

Mr. and Mrs. Robert M. Gillham, son, New York, Jan. 2. Father is eastern publicity-advertising direc-tor for Selznick Releasing Organi-zation.

zation.

Mr. and Mrs. John Walsh, son, Pittsburgh, Dec. 30. Father manages-Fuiton theatre, Pitt.

Mr. and Mrs. Carl Czoiba, son, Pittsburgh, Dec. 27. Father manages WB's Melrose theatre there.

ages WB's Melrose theatre there.
Mr. and Mrs. Vincent Laschilde,
daughter, Pittsburgh, Jan. 1. Laschilde,
ther's with Tommy Carlyn. ora.
New York, Jan. 1. Mother is Ruth
Anderson, actress; father is a director with National Broadcasting Co.
– Mr. and Mrs. Stanley Jashiski,
daughter, Buffilo, Jan. 3. Father
wwo.L. in that city.

### Pic Companies Continued from page 1 =

is traceable to the fact that Pine-Thomas has switched from a mul-tiple-picture B agenda to A's. P-T outfit, which turned out eight mod-erate-budgeters in 1948, will con-centrate on only two A films this

year.

RKO, too, is slowing down, allocating approximately 28 features for release this year, as against 33 in 1948. Twentieth-Fox, which

### The Tentative Sked Following is the tentative release schedule of the 10 major film companies for the coming year, as compared to

1948:
Company
\*Columbia
\*Eagle Lion.
Metro
Paramount
RKO
\*Republic
20th-Fox 33 28 41 United Artists. Universal 28 Warners ....

22.

245

Total ..... 353 \*Includes westerns.

turned out 51 in 1948, likewise plans to trim its roster, cutting down to 50 or less. Twentleth's dip is traceable to the company's having looped off many of the indice producers whose product it re-lessed last year. In the plant of the indice producers whose product it re-lessed last year. In the plant of the plant it was the same of this year, although definite release plants to date are limited to three a month from now lits roster slightly, from 22 down to 20.

Universal tops the other com-

Last router alightly, from 22 down to 20.

Universal tops the other companies in rate of increase, South and the state of the control of the

### **Richard Rodgers**

Continued from page 1 ;

The research of the property o

you bet your life he is. It's that do one about getting and keeping a very life of the control o

had in the first 90 years or you.

Ife.
You want fun, Mr. Hopkins? If
the actors are still talking to you,
take the elevator to the 14th floor
of the Hammerstein building and
spend an hour at the Actors' Studio
watching the most gifted bunch of
reache you ever saw working with

spend an hour at the Actor's Studio watching the most affired bunch of watching the most affired bunch of watching the most affired bunch of seach other trying to perfect per commence that will probably never be seen by a professional audience. These people are all professional bunches are all professional professional professional professional professional audience. The professional professional professional audience with the professional children's School where the kids get a sound academic education while sound academic education while sound academic education while believe that you've ever then the believe that you've ever then the boys and gifts and can say the factor with the professional audience with the professional audience

### MARRIAGES

Mildred J. Schletter to Joseph Brown. Brooklyn, N. Y., Jan. 9. Hc's radio writer. Helen Anderson to Howard Keel, Riverside, Cal. Jan. 3. He's a con-tract player at Metro.

# 1689

### AGAIN! **Acclaimed the Greatest Entertainer** in Show Business On Current Tour.

SEATTLE! SAN FRANCISCO! LOS ANGELES! SAN DIEGO!

\* HOWDY PODNER! By Jack Cortez \*

Hildegarde, Hildegarde, id one over for this great performer or that's all I keept hearing after the first and second show at the Thunderbird hotel. I never saw such a crowd, not hotel which was queining of the even at the grand opening of the local bening that the period of the local bening the provided her than to control the thing of the local bening the provided her than to control the theory of the local bening the provided her than the

She kids the audience, is a very, very good comedienne, and the most effervescent entertainer in the couneffervescent entertainer in the country today! Quote, Maxine Lewis, the gal who knows show business, and books all those fine acts into the Flamingo Hotel. "Hildegarde is the most surferancing performer area" to most outstanding performer ever to be presented in Las Vegas!" End of

quore!
She melted the entire audience, and that's for sure! The dining room was

where at all. To describe the effect of, those lights that fade, from all differ-ent angles and all centered around Hildegards is breathtaking! I could go on and on but it would be useless, so please, treat yourself, be good to yourself, see the incomparable Hilde-gards!

Sarde!

Salvatori Gioe is her accompanist authough Hildegarde is a wonderful pianist. Salvatori is the man who arranges all her music and what a musician this guy dis.

Garwood Van, a young man but an old timer in Las Vegas on different cocasions at various hotels, has a wonderful ork and is indeed a fine musician. musician.

conclusion, the Thunderbird In conclusion, the Thunderbird Hotel has one act, one artist and one hour of solid entertainment by the greatest artist of them all . . . Hildegarde!

and now currently appearing at the THUNDERBIRD HOTEL LAS VEGAS. **NEVADA** 

Las Vegas Review Journal Thursday, December 30, 1948

Hildegarde Wows Vegans At Thunderbird Show

By Wallace Walters
Hildegarde, one of the top personalities in show business, is proving to
fans who are storming into the new
fanderbird hotel that her commodities of song, humor and enthusiasm ties of song, humor and enthusiasm are just as popular in the wide-open spaces of Nevada as in the sophisticated cafe society in New York.

Incomparable Hildeg ard e, who opened a two-week engagement at the new resort hotel Theaday eventure more than lines up to her billing.

the new resort notel Tuesday even-ing, more than lives up to her billing and the patrons are just as enthu-siastic at the end of her hour-long stage appearance as they

Music for the show is by Garwood

Music for the show is by Garwood Van and his band, long-time musical favorites in Las Vegas.

An entertainer and definitely a one-woman show, Hildegarde is rated as one of the most enthusiastic performers ever to hit the Las Vegas "gayway." Patrons are convinced that the Jonger you watch her, the more she pleases.

pleases.

Her gay opening song, a renditionof a Jewish hullaby, and her imitation
of Bach, Mozart, Chopin, Rachmaninoff and Gershwim on the piano with
the simple tune "Three Blind Micealong with the waltz she performs
with Garwood Van, all adds up to
a delightful program.

with Garwood Van, all adds up to a delightful program. Special credit goes also to Salvators Gioe her accompanist, who likewise is a great performer with a sense of human and understanding of audience moods.

...And They Said It Couldn't Happen in Las Vegas **THANK YOU! MARION HICKS** 

Published Weekly at 11st West 44th Street, New York 15, N. T. by Variety, Inc. Annual subscription, 518. Single copies, 35 cents, Entered as second class matter Documber 23, 1985, at the Post Office at New York, N. X., under the act of March 3, 1878. Charter Street, Street Control of March 3, 1878.

VOL. 173 No. 6

NEW YORK, WEDNESDAY, JANUARY 19, 1949

PRICE 25 CENTS

# HAS CROSBY SURRO

# **AGVA Opposition Threatens Merger** Of Eastern Unions and Tele Setup

Canadidation of eastern actors upon a complete service of the complete service

### Radio City Music Hall As Pattern for Revue Prepped for Video

Prepped for Video
McCam-Erickson ad agency, in
estableration with some of the top
model of the some of the top
Music Hall, N. Y., is prepping one
of the major musical-variety shows
for television, with likelihood that
Esso may grab it for a bigitime
same may be a some of the major musical-variety
and the some of the

### **50G Inaugural Deficit** As 20% Tax Sticks

no LU/o I da Milkis

Committee handling the Presidential inaugural stands to be hooked for a \$50,000 deficit at the end of this week due to Congress' nixing of a bill to lift the 20% amusement tax from tabs for the inaugural parade, "gala" and dress ball.

ball.

Prices for the three affairs were scaled to cover costs with the exscaled to cover costs with the exportation that the regular tax would be awived. A coalition of Republicans and Democrats in the Senate, however, defeated the moves today. (Tuesa).

Shuberts Into Video

With 'Ziegfeld Frolics' with Ziegreid Froncs
The Shuberts make their entryInto television soon with a video
adaptation of the one-famed
"Ziegreid Midnight Frolics" shows.
Deal was set with Lee Shubert for
the show to go on the NBC-TV web
by NBC veepee John F. Royal.
Blanz call for the show's net

Plans call for the show's pat-tern to remain elastic, with the format to be developed. John Shubert, son of J. J. Shubert, is to work with NBC on the venture.

## **Heiman Registers** As D.C. Lobbvist In Equity Snarl

Mareus Heiman, head of United Booking Office and operator of the Congress his side of the Lateral Congress his side of the row with Actors Equity. The National ended its legit eareer last simer when Equity refused to let its work of the Congress his died of the row with Actors Equity. The National ended its legit eareer last summer when Equity refused to let its work of the Congress his died of the Congress of

Heiman promptly sent to all members of Congress the message he sent to the theatre's patrons last October, in which he stated: "Our (Continued on page 55)

### Peron 'Citizenship' Idea Won't Affect U.S. Filmers

WUIL AHICU U.D. Fillmers Assurances from the Argentine foreign ministry that President Peronis "Greeced citizenship", plan here on business has eased the tension existing among American film execs. Originally, the new citizenship policy would have forced an executive of the policy would be a support of the policy would be a supp

when the region is a control of the region of the major o

# PIX-TELE-RADIO

Hollywood, Jan. 18.
CBS board chairman William S.
Paley, from all indications, has
scored his most notable coup, with
Bing Crosby reported as latest of
the stars to latch on to "Paley's
Comet."

the stars to latch on to "Paley's Comet." the three-retwork, Jockoning. for, Croshy's services that's been operating in high gear during the past week, with Paley and ABC presy Mark Woods among maneuvers, it looks like Paley alone is emerging triumphant, No-body's talking about it in any post-gears to have learned its lesson on the penalty of 24-secting capital gains maneuvers and dius inviting. D. Cvers and dius invited i

### Meniou Will Hit Gabfest Trail Next October With Spotlighting Hollywood

### Skolsky Packaging Pic On Cantor; WB Deal Cold

# Truman 'Rewrites' H'wood Scripting As Pix Lean to Social Significance

### **Eugene Howard Mulling** Comeback as a Single

Comeoback as a Singre Eugene Howard, who split with his brother Willie in their standard comedy act some years ago, is con-sidering making a comeback as a single. Willle Howard died last week in New York. Howard reveals that he would play only clubdates, doing oldtime songs. He's now 67.

## Film Chieftains Study Haveorth Situation in Fla.

L'affaire Rita Hayworth report-edly is occupying an important place on the agenda of the current place on the agenda of the current dents in Miaml Beach. Violent re-action around the world to Miss Hayworth's ineavily-publicized on-the-fly amours with Prince Aly Khan is highly-disturbing and dustry's too brass.

Hayworth case alone would be taken in stride by the company prexies, meeting under the chair-(Continued on page 55)

### Tele Shapes 'Em

Television is furthering one good purpose, particularly among the non-film radio stars. It's getting them into good physical shape. There is intensive reducing of the jowls going on, all in preparation of the consistency

is making a decided differ-ence in what American audiences will see atre screens d see on their the-during the next four years. The election of last November has turned Hollywood rovemer has turned rollywood production trends away from a steady diet of semi-documentary mellers, innoceous romance and musical biogs towards inclusion in studio slates of pictures smacking of "social significance."

of "social significance."
The two months since the ballots were counted give clear eftdence of the change which has
taken place in the thinking of
however, is signalized in 20th-Fox's
purchase last week of Lesser Samusels "No Way Out." Bert Bloch,
20th-Fox's story editor, declared
fatty in New York this week that
chased by the company sk months
ago.

Story is of the difficulties of a young Negro doctor in a medical world dominated by whites. The virtually fabulous price paid by Fox for the original story—\$87,000 —indicates that there was consider-

Continued on page 52)

### Radio Backs Immunity Bill For Reporters With Air Gabbers Included

All VaDBUTS INICIMACE
Radio organization reps are
pressing for passage of a bill in
the New York State Legislature
which would grant all reporters
immunity against disclosure of
sources of information. It is an
envessators have been recognized
as being on equal footing with
other journalists. Eleven other,
(Continued on page 47) (Continued on page 47)



# Film Biz Took a Skid in 1948's Third Quarter, SEC Survey Discloses

Despite the optimism of the President's budget-makers and the admissions tax reports, business of the film studios and their exhibition affiliates did skid in the third quarter of 1948. It fell below the second quarter and also below the corresponding third quarter of

The figures were contained in a survey of sales data released last week by the Securities and Exchange Commission. Seven corporations—Columbia, Monogram, RKO, Republic, 20th, Universal and Warners—had net operating revenues of \$137,390,000 for th third quarter of last year. This was off nearly \$8,000,000 from the second quarter blz of \$145,253,000; and more than \$10,000,000 back of the \$147,436,000 rolled up during

the third quarter of 1947.

Missing from these totals are two of the Big Five-Loew's and

ter of 1947.

Warner estimated its quarterly take at \$39,000,000, a shade ahead of the \$38,000,000 for the second of the \$38,000.00 for the second of the \$40,000 for the second of the \$40,000 for the third quarter of 1947. Loew's did \$39,446,000. This improved over the \$38,249,000 for the figure for the third quarter of 1947 was not available; the Loew the figure for the third quarter of 1947 was not available; the Loew that we can be a second of 1947 was not available; the Loew that we can be a second of 1947 was not available; the Loew that we can be a second of 1947 was not available; the Loew that we can be a second of 1947 was not available; the Loew that we have a second of 1947 was not available; the Loew that we have the second of 1947 was not available; the Loew that

RKO fell to \$22,500,000 in the third quarter of the past year, more than \$2,000,000 slower than the second quarter's \$28,682,000, and the \$28,907,000 for the third quarter of 1947.

uncuments all over the U. S. for the past 16 months, was largely financed by the motion picture in-and climbed. Its third quarter \$2, 491,000 was showe the second earlier's \$2,343,000 and an improvement over the \$2,176,000 for the third quarter of 1947. Under the bill, the government would push the train and turn it over to the Assault.

third quarter of 1947.
Republic's \$6,427,000 was a little better than the \$6,303,000 for the second quarter, but did not keep pace with the \$7,524,000 for the third quarter of 1947.

third quarter of 1947.
Universal was the hardest hit of
the reporting companies. Its sales
of \$12,086,000 were nearly \$3,000,000 behind the \$14,899,000 for the
second quarter, and more than \$4,500,000 back of the \$18,634,000 for
the third quarter of 1947.

the third questre of 1987.

The dissemble of the state of the late Beryl Wallace, filed surface of the late beryl wallace, and worth of property left by the late late of the late o

154 West 46th Street

Palm Springs Snowed

Palm Springs Snowed
Palm Springs, Cal., Jan. 18.
Palm Springs Dit has been
sloughed by snow and cold. A
few people who never saw
snow before are getting a kick
out of snowball fights, but the
hotels aren't having any fun.
Rooms are available everywhere and some of the everywhere and some of the single
customer.

### Pic Names to Tour In 'What Price Glory' For Purple Heart Benefit Los Angeles, Jan. 18.

John Ford is passing up film proa troupe of Hollywood names for a stage production of what Price Clory," with all proceeds to be turned over to the Military Order of the Purple Heart. Laurence Paramount, Partial Loew's figures
were given, although these were
not included in the all-industry to
solared in the venture of the service of the service
tal. No Par figures at all were
Twentleth reported revenues of Silow with Harry
642,218,000, contrasted with \$45Los Angeles, Long Beach, San
846,403,000 for the third quarter
services can do ther Coast cities, sand
646,403,000 for the third quarter
services can do ther Coast cities, sand
646,403,000 for the third quarter
services can do ther Coast cities, sand
646,403,000 for the third quarter
services can do ther Coast cities, sand
646,403,000 for the third quarter
services and there coast cities sand
646,403,000 for the third quarter
services are serviced the services of the services

starting Feb. 22.
Lined up for the cast thus far are. John Wayne, Gregory Peck, Maureen Olhara, Robert Arm-Olhara, Robert Arm-Ward Bond, George O'Brien, For-rest Tucker, Luls Alberni, Harry Carey, Jr., Alan Hale, Oliver Hardy and Herbert Rawlinson.

### SENATE GETS BILL TO SAVE FREEDOM TRAIN

Washington, Jan. 18. A bill to save the Freedom Train, winding up Its career in Washington this week, was introduced in unarer or 11947. Columbia's \$8,688,000 slowed up from the second quarter's \$9,046-100. Nevertheless, it was well in documents all over the U.S. for the lead of the \$6,475,000 of the \$97 third quarter.

American Heritage Foundation.
Under the bill, the government
would buy the train and turn it
over to the Archivist of the U. S.
It was estimated that the Government's cost of acquiring the famous
train and operating it until June,
1950, would be between \$2,000,000
and \$2,500,000.

### **Wallace Estate Sues** Over Earl Carroll Will

Los Angeles, Jan. 18. Sam Wolf, executor of the estate

New York 19, N. Y.

### Subscription Order Form Enclosed find check for \$...... Please Send VARIETY for One Year (Please Print Name) City..... Zone.... State.... Regular Subscription Rates for One Year-\$10.00 Canada and Foreign-\$1 Additional VARIETY Inc.





345th Week! 3,529 Parformancas ime long run record ate theatre.

### KEN MURRAY'S "BLACKOUTS OF 1949" pitan Theatre, Hollywood, Cal

# **Coverage For** The Inaugural

Washington, Jan. 18.

Newsreel coverage will be solid for President Truman's inaugura-

Washington, Jan. 18.

Newsreel cycletige will be solid for President Truman's inauguration and inaugural parade on The five major newsreel companies will operate with an average of three to four sound comeranement of the solid parameter of the solid pa

(Continued on page 53)

### Priority Stymies M-G On Gershwin Title

Unit defisivit in the law of the

would not involve any use of the Gershvin must, pirels-bronched fra Gershvin, lyricis-bronched fra Gershvin and Roberts Productions may do the film together. Meanwhile, the deal for the studio to purchase the tights to the Gershvin composition is in abequate.

Willie Howard

"Whatever goes up must come down."

That's the way Willie Howard philosophized the occasion when he saw his name ou pin lights for the first time. But to the last he research is the control of the cont

always a picture of abject humility. He never fully realized the great scope of his tailent. The in which he had been starred, until his copied and the statement of the stateme

4G as a Single

wise.

As a single he earned as much as \$4,000 a week in theatres, and when he was teamed with his brother Eugener, the salary was as high as \$5,000. Willie and Eugene authorities the salary was as high as \$5,000. Willie and Eugene authorities the salary was as high as \$5,000. Willie and Eugene authorities the salary was as high as \$5,000. Willie and Eugene salary was as a salary but to often Willie was in debt, and Eugene reveals that he had to lend money to Willie.

Willie Howard's audience appeal was basic. A thin, hooked nose, sallow cheeks framed by a chook of these he built pleces of business that had lasting, universal appeal. He always whammed his audience with a shrug of the shoulders, a delayed "take," or that look of penietity that overcame him when a "situation" confronted him. Howard started in he century. He was a sanaghugger for Harry Von Titzer. He sang the latter's tunes. Witnark's latter hired him and had him booked into Proctor's 125th St. theatre, in Harlen, where he sang from the gallery. During intermission he served water that the salary was a sanaghugger for him and had him booked into Proctor's 125th St. theatre, in Harlen, where he sang from the gallery. During intermission he served water the salary was a sanaghugger for the process of the salary was a sanaghugger for him back to New York.

Then followed "The Little-Duchess," starring Anna Held and proceed water than the salary was a sanaghugger for him back to New York and ended. His voice changed. Ziegfeid entitle back to New York. After that Howard learned to do limitations of such stars as Jos Welch, Barney Bernard and David Warfeid. He teamed with Samuy Liebert and Thomas, Potter Dunne in an act called "The Messenger Boys Tito," and when Liebert dropped out, Eugene Joined the act.

Center the straight of the same and the same and the same actions of the straight of the same and the same aname and the same and the same and the same and the same and the s

### Gene the Straight

Gene the Straight
It was around 1906 that Willie and Eugene started getting known as
a team with their act, "The Messenger Boy and the Thesplan," in
which Eugene did the straight lines and Willie the comedy. They
played vaude to considerable success, and in 1910, they acquired a
new act called "The Porter and the Salesman"; Eugene was the salesman and Willie the porter. Here they emerged as headliners; the
Orpheum circuit booked them to head the bill at their Spokane theatre

Orpheum circuit booked them to head the full at them spokane tends to open the season, a wade for revues, and not until 1926, when they played the Palace for the first time, did they return to variety. When they quit vaude in 1912 they were getting \$450 weekly; when they returned, at the Palace, they were in the \$4,000 class. They played the Palace several times.

they quit vaude in 1912 they were getting \$450 weekly; when they returned, at the Palace, they were in the \$4,000 class. They played the
Palace several times.

Palace several times.

"An every time of the palace they were in the \$4,000 class. They played the
Palace several times.

"An every time of the palace they were the palace they are they are
an ento their own. Then followed other editions of the "Passing show" in which the bothers appeared, plus several "George White's

In recent years, when Willie worked without "guesne many other and they are the are they are the are they are they are they are they are they are they

### Disney Accolade

Washington, Jan. 18. Action of Purdue University last Saturday (15) In giving Its Dis tinguished Service Award to Walt Disney and making him an honorary member of the Alumni Assn. was marked on the Senate floor by Senator Homer Capehart (R. Ind.).

Capehart pointed out that Dis-ney was the first American to re-ceive the Distinguished Service Award and only the second to be-come an honorary alumnus. The first was another show blz figure— Will Rogers.

### PREZ TRUMAN MADE LIFE MEMBER OF AFM

Washington, Jan. 18.

James C. Petrillo visited the
Missouri's best known
piano player, President Harry S.
Truman, with a life membership in
the American Federation of Musiclans.

cians.

President received a gold membership card plus a silver plaque halling him as "champion of world peace, whose mastery of harmony in statesmanship as in music has contributed so largely to world fellowship of man."

# STATE DEPT.'S FOREIGN PIC SNA

# A&P Heir Reported in \$5,000,000 Offer To Stock UA's Pantry with Product

Hollywood, Jan. 18.

A \$,00,000 fund for independent production, offered by a second production of the second production and provide the second production and provided production and provided provided production and production anamed production and production and production and production and

### **Acad Members Beef** On Smaller Theatre For Awards Shindig

Hollywood, Jan. 18.
Indignant Academy members kept the switchboard humming over the weekend, protesting plan to hold Oscar Derby in 950-seat Academy Award theatre. Practically the entire membership would be kept away in order to accommodate press, fotogs, nominees,

modate press, fotogs, nominees, etc.

Many members are threstening resignation unless site is changed resignation unless site is changed should be considered to the constance of the constance its mind again. Previously it had been decided to hold shinding on Warner soundstage; that does not be considered to underwrite \$80,000. Good percentage of members, who pay annual dues of \$35, beefend they see no reason for containing to shell out if they couldn't attend the should be considered the constant of the c

### CARL LESERMAN SEEN JOINING SG AS EXEC

JUNING SG AS EAEL.

CAT Leseman, former distribution exce with Warner Bros. and United Artists, may join Screen Guld in an exce capacity. SG doord, which has been meeting in New York this week, is considerable of the control of the

### One More for Ent In

### Buzzell Leaves M-G

Hollywood, Jan. 18.
Eddle Buzzell checks off the
Metro lof March 28 when his directorial pact winds. After 11 years
with the studio, he failed to reach
agreement on terms of a new con-

tract.
Original contract ended in
August, 1948, but was extended 32
weeks at the same terms to permit
him to direct "Neptune's Daughter," currently before the cameras.

# Lichtman Named Liaison at 20th For Sales, Studio

Meiry e-pres A Lichiman, whose resignation from the Culter City studio takes effect in March, heads over to 20th-70x at that time to assume a newly-created and the studiose of the control of the contro

F. Zanuck and other studio topers.

A member of Metro's studio exections as the conditions of the cond

### H'wood Has Built Myth On Director's Contrib To Pix, Sez Irv Brecher

10 FIX, 3ez IIIv Dfecine!

Irving Brecher, film and radio scripter who has turned producer-director, thinks that Hollywood has built up a myth about the directory of the west for ho. huddles with Universal toppers on his new for this west for ho. huddles with Universal toppers on his new for the huddles with Universal toppers on his new for the huddles with Universal toppers on his new for the form of the huddles with Universal toppers on his new for the huddles with Universal toppers on his new for huddles with the huddles with the huddles had been a form of the huddles had been a

One More for Ent In

Metro 4-Pic Deal

Enterprise will produce at the writer. "The stood around in studies and watched how some directors carry four alims in all. "The Third Secret," "In a "The Third Secret," "In Elernal Husband" (Charles Jackson and Harry Brand, with Levis Silestone producing and directors will do the screenplay, with Lewis Silestone producing and director, with the scheduled to roll in March, with the scheduled to roll in March, the scheduled to roll in March, with the scheduled to be shot in 31 days, but you careful scripting and no wastage, it was chose concentrations of the scheduled to roll the scheduled to roll the scheduled to scheduled to roll in March, with the scheduled to roll

# JOB CHANGES DELAY SOLUTION

Current changes being made in State Dept. personnel are holding in prepresentations by the film industry on foreign restrictions. Neither the Motion Picture Assn. of America nor the Society of Industry on foreign restrictions. Neither the Motion Picture Assn. of America nor the Society of Industrial Carlo and Carlo

## New Stopgap Pact for Cohn

A new stopgap employment contract for Harry Cohn, president of Columbia, providing for certain benefits out of \$300,000 worth of well be proposed to Corl's stockholders at the annual meet set for \$400,000 to \$4

tion notice by either Cohn or the company.
Proxy issued to stockholders declares that the pact will not be clares that the pact will not be clares that the pact will not be megotiations on an additional or amended ticket. It. notes that Cohn and the company "have been sation and other terms of a long term employment contract." A previous contract, submitted to stockholders on April 9, 48, was drop—Comlined on page 110.

# Company Prexies Veil Miami Meeting To Duck Publicity on Pix Problems Miami Beach, Jan. 18. Company presidents took theting here their previous mistake of hallying the industry's troubles and resultant cost-cutting maneuvershallying the industry's troubles and resultant cost-cutting maneuverstrace to the cost-cutting maneuvershallying the industry's troubles and resultant cost-cutting maneuverstrace to the cost-cutting maneuverswate house of Nicholas M. Scheckt, Metro's prex, their discussions were shrouded in secrecy. The wraps were on so tightly that the presishrouded in secrecy. The wraps were to prevent news leaks. The fact that they chose this locale even pose for local press pictures. The fact that they chose this locale was to prevent news leaks. The fact that they chose this locale was to prevent news leaks. The fact that they chose this locale idea, do not be the control of the Motion Disture. Asso, and Amerlica, carried over into an informal clave. Johnston sitressed that business is off only 10% from the peak years domestically and that in foreast of the control of

### Old Timers Work Again

Hollywood, Jan. 18.
Buster Keaton and Jack Mulhall
were signed by 20th-Fox for sitentpicture black-and-white inserts in
its Technicolor production, "You're
My Everything."

# In 1948 by Metro On Top Personnel

Metro's big drive to cut down its salary nut both at the studios and the homeoffices has now won wages to top-drawer personnel. The entire savings were effected during fiscal 1948. In pruning fiscal 1948. In pruning fiscal 1948. In pruning fiscal 1948. In pruning fiscal 1949. In pruning fiscal

### WM. GOETZ, SPITZ **EXTEND PAY SLASHES**

EALERU FAI DLADIED
William Gest. Universal's production chief, and Leo Spits, studo
topper, have agreed to extend their
salary cuts for another 12 months.
Goetz and Spits have forwarded
letters to the company stating that
the former will take \$2,500 weekby instead of his contract rate of
\$5,000 tor 19-90, while the latter
by to \$1,500.

Letter specifically months at the company state of
Letter specifically months.

ly to \$1,500.

Letter specifically provides that the salary-chopping agreement applies only to 1949. Original pay rate was fixed in December, 1946, when U absorbed International Pictures, the Spitz-Goetz indie outfit.

# \$2,732,841 Saved

# said sees turing unitaries, and sees turing unitaries. Begins the hush-hush aura, however, it was learned that the ever, it was learned relations to television, the foreign situation, the foreign situation, the foreign situation, the lower of the sees on public relations, economy measures, the anti-trust case and (Continued on page 16) Einfeld Receives 64G Down Payment From 20th, 25G as Adviser

"Judia Data de Muyace"
Under Charles Einfeld's new contract with 20th-Fox, which names
him veepee in charge of the comhim veepee in charge of the comterprise co-owner is receiving a
down-payment of \$64,000, it has
now been learned. Of the \$64,000,
Einfeld is being paid \$25,000 for
a preliminary sitn as consultant
first year's \$9,000 advance on his
first year's \$9,000 advance on his
first year's \$9.

and another \$39,000 advance on his first year's pay. Einfeld is already acting in an advisory capacity for 20th under the terms of his employment tick-et. He took on that post Nov. 1, when the deal was set. The \$25,000 (Continued on page 16)

# VARIETY

54 West 45th St., New York 15, N.
Hollywood 28
6311 Yucca, Street
Washington 4
1252 National Fress Building
250 No. Magoo
No. Magoo
8 St. Martin's Pl., Trafelgar Sq.

SUBSCRIPTION
Annual \$10 Foreign \$11
Single Copies \$25 Canis

120

Film Reviews ..... 10 House Reviews ...... 47 Inside Legit ...... 48 Inside Pictures ..... 14 Inside Radio ......... 30 Inside Television ....... 31 International ...... 11 Legitimate ...... 48 Literati ..... 53

Music ...... 36 Night Club Reviews ..... Obituaries ...... 55 Pictures ..... Radio 

Radio Reviews
Records
Frank Scully
Television
Television Reviews
Vaudeville

DAILY VARIETY
(Published in Hollywood by
Daily Variety, Ltd.)
\$15 a Year-\$20 Foreign

## National Boxoffice Survey

Holdovers Dull Biz-'Words,' 'Sky,' 'Pit,' 'Married, Hope, 'Witch,' 'Accused,' 'By Night' Pace Field

Hope, Witch, 'Accused,' By Migh' Pace Field

Surplus of holdovers and longruns, many of which have over "iffaulet" (U) and "Red River"
stayed, is cutting into the overall
total this week, After four overall
total this week, After four and the River"
related "I and the successive weeks in top position,
related "Pan, now past its away
a strong second last week, is beting hotly contested for No.

It is mainly fine to sunsast
although on mid side in two that
though on mid side in two this
covered by Martinett
(RKO) is a strong fourth pan
keys. It is mainly fine to sunsast
although on mid side in two this
covered by Martinett
(RKO) is a strong fourth pan
(RKO) is a strong fou

# Up to 700 Theatres Would Be Kept By Paramount in Govt. Settlement Offer

Paramount will probably be per-mitted to retain some 500-700 or its biggest coln-producing houses under a tentative Government ap-dition of the strength of the strength of the transport of the strength of the consent decree. The theatre chain perparate from production-distribute that the strength of the strength

hibition.
The tentative Government okay reportedly resulted during a serior of meets in Washington last week of the serior of th

dential-inauguration.

From the looks of things, Par will retain the occur of its theatres. These houses have account profits in the past. Entire chain, including partnership theatres, thinbers about 1,300 houses. A hig part of the lopping process would be applied to partnership theatres phoned for only a percentage of the revenues, the balance going to Par's pards.

Most Important about 1,300 houses.

Most Important Axing Most Important axing would be directed against 498 partnership bouses which 272 has airealy listed as subject to divorcement. Instance, and the second as a subject to divorcement, Instance, Jefferson, Malco, Publishucas and United Theatre circuits, Jefferson, Malco, Publishucas and United Theatre circuits, on the other hand, chalins which arose because of the "Orthitous results of bankruptor," such as the Formmonth This state, circuits, would be retained. They total 236 houses.

Several board of directors' meets were held in the past week to con-sider the master plan. Under con-sider the master plan. Under con-sideration is management's pro-posal that Leonard Goldenson, Par's theatre head, be named pres-dient of the new exhibition com-ference of the common properties of the par's prez, now directs all activities of the commany, would remain as

Par's prez, now directs all activities of the company, would remain as top man in the production-distribution unit to be formed.
One peculiarity of the RKO consent decree is being pointed up as a nossible-out for Par's production-distribution outfit. That de-(Continued on page 14)

### **NEW SCHINE HEARINGS** DELAYED TO FEB. 23

Buffalo, Jan. 18. New hearings in the Government anti-trust case against the Schin circuit have been postponed to Feb. 23 by Federal Judge John Knight lay of the trial became necessary en Bruce Bromley, trial coun

when Bruce Bronley, trial counsel for Schine, was named a judge of the N. Y. court of appeals. Philip Marcus, special assistant attempts of the property of th

Supreme Court directed the hearings in the light of its findings in both the Schine and main ac-

### WB Axings Continue; 300 Studioites Remain

Hollywood, Jan, 18. Hollywood, Jan. 18. Heavy firing continues at Warners with the discharge of Monroe Rubinger, head of the studie's publicity art department, after a tenure to the studies of the studies o

### Yates Adds Rep Shares

Idles Aduls Nep Jialets
Herbert J. Yates, prez and board
chairman at Republic, has gifted a
block of 2,000 shares of Rep common on an uniform to the republic of the republic of the promise of the republic of the process

Cowdin's present common sto holdings in U total 91,538 share

### Par's 500G Bank **Payment Slashes** Debt To \$4,500,000

While reports of an early settle ment of the anti-trust suit with the Government grow stronger, Paramount is pushing its double-bar reled parlay to put the company in reled parlay to put the company in the strongest financial position in its history. If the news breaks that Flar—as now reported—will split Flar—as now reported—will split RKO in a deal with the Govern-ment, company's stock' is expected to react well to the development because of conservative financial. Flar's prez, Barney Balaban, Another move in that direction was taken late-last month when Flar prepaid another instalment on Flar prepaid souther instalment of Company forked out \$500,000 to bring its production debt to a low

its outstanding bank obligations. Company fortied out \$500,000 to bring its production debt to a low of payments, debt will be retired before the end of '49.

Additionally to retirement of the debt, company is still reducing its stock capitalization by the purmarket. Last month's total of 1,700 shares picked up at a cost of \$875,000 brings the number of states, held in the company's transfer. Last month's total of states held in the company's transfer. Last month's total of states held in the company's transfer. Last month's total of states held in the company's transfer. Last month's total of states held in the company's transfer. Last month's total of states held in the company's transfer. Last month's total of states held in the company's transfer. Last month's total of states held in the company's transfer. Last month's total of states held in the company to the states held

\$1,250,000.
All payments were due July 1, 1949. The loan, originally \$10,000,000 on authorized borrowings of \$25,000,000, carries interest at

### NO EXPANSION OF COL'S STOCK CONTEMPLATED

SIUCA CUINTERILATED
Sale by Columbia officials of
some 77,394 shares of the company's common stock, proposed in
a retentily-issued prospectia, would,
standing common, it was pointed
out this week. Shares were listed
to comply technically with Securities & Exchanges Commission
Cohn, Nate Shingold and Abe
Montague named as potential
sellers.

Nomingue named as potential mentally been issued to Columbia management either as regular stock dividends or on warmais. Hence, their sale either as regular stock dividends or on warmais. Hence, their sale handler 70.058 humes lead in the prospectus as available to pre-ferred stockholders on warmans could result in an expansion of the wompan's capitalization if the possibility. Its seen of that result since stockholders would have to pay \$30 per share under the terms of the warmans. Col shares are of the warmans.

### Col.'s \$1.06 Divvy

Columbia has declared a quarterly dividend of \$1.0614 per share on company's \$4.25 cumulative preferred stock.

Divvy is payable Feb. 15 to stockholders of record Feb. 1.

the Lenter clicker.

### Cheyfitz Chafes

Cheyfitz Chares
Industryities were amazed
and amused last week to find
to Eric Jointson, Motion Pieture Assn. of America prexy,
made his picture abute—large
made his picture abute—large
worth, by Ken Enst, which
is distributed by Publishers
Syndicate and appears in the
Poet in New York.

Post in New York. Strip in question opporared Saturday Chepitz wine turned out, in the color page, to be blonde and a bit taller, thin-turned interviewing the boy-friend of heroine "Mary Worth." MFAA is shown saying to be good through the property of the same of the sam

job?".
P.S. Up to yesterday after-noon's episode it hadn't been revealed whether the fellow accepted. It was learned, how ever, from industry insiders and other generally well-in-formed sources that he took the job.

## U. S. PRODUCERS **'UPSET' ITALIAN PIC INDUSTRY**

Hollywood producers have com-pletely upset the Italian film indus-try, Roberto Rossellini charged in New York Monday (17) following New York Monday 179 Yollowing, his arrival by plane over the week-end from Rome for his first U. S. visit. The Yank companies' shooting in Italy, he sald, is motivated entirely by economic reasons in order to utilize their frozen lire.

order fo utilize their frozen lire.

Production activities of the U. S.
film firms, Rossellini declared, are
executed on what amounts to
strictly a location basis Inamusch
as they all bring in their own staffs.
dustry except the employment opportunities handed lesser Italian
technicians such as carpenters and
electriclans. As a result of their
higher wage payments to labor,
disstrous economic condition turther aggravated by upped costs.
However, Rossellini felt that the

disastrous economic condition further aggravated by upped costs.

However, Rossellini fett that the
the condition furtion of the condition of the condition

### Protestant Council Near Deal on Bic Distrib

Deal on Ric Distrib

Deal for the particul distribution
of its in the procession of the procession of

### U'S STOCKHOLDER MEET

Universal's annual stockhoider meet has been scheduled for March 9. Stockholders of record as of Jan. 24 are eligible to attend and vote on election of directors.

# Goldwyn Walks Out on MPAA, AMPP To Spotlight Indie 'Free-Market' Fight

# Thorpe Megs 'Malaya'

ABUJ DE INCES MIGHAYA

Dick Thorpe will direct "Operation Malaya", which Eabun Knopf
will produce for Metro with Spener Tracy starring.
Story property was recently
bought for Metro by Dore Schary,
who originally purchased it for
RKO when he agets March 16.

# Distrib Loses Fee on 'Paisan'

Herb Rosener, foreign pic distrib In Los Angeles and operator of a string of Coast art houses, is lost in the Angeles of Coast and the String of Coast art houses, is lost in the Fox-West Coast chain in that tenforcy, Rosener's refusal to book refuser, and the Fox-West Coast chain in that tenforcy, Rosener's refusal to book he is sub-distrib on the Coast for the film, resulted in a burn by M-B chief, Joseph Burstyn.

Burstyn went to the Coast from New York in an effort to get quite and Laurel before the end of the year in order to qualify for the Academy Award. Ups Lopert, N. Y. distrib in competition with M-St. "Symphony Pastender" and "Lossiant Story" into the two houses to they could qualify, and succeeded in Keeping out "Paisan."

In keeping out "Paisan."
Burstyn countered by pushing
through a deal with Charles
Skouras for about 80 F-WC houses,
all on terms of 25% to a split figure
and 50% over that. This is believed to be the biggest deal of
this type for a foreign-language
film ever negotiated. MD's "Open
viously to have played the circuit,
got a straight 25%.
Rosener, as a result of the tiff
Rosener, as a result of the tiff

yously to have played the circuit, so a straight 25% eath of the tiff with Burstyn, will not get his standard 30% sub-distribution fee for the Coast dates, or for other deals with units of National The-deals with units of National The-deals with units of National Theorem and the straight of the straig

(Continued on page 14) N. Y. to L. A.

# Irving Brecher George D. Burrows George D. Burrows Leonard Case Sam Dembow, Jr. Sidney Deneau William Dieterle William Heineman Burt Lancaster

Ann Leaf Lou Levy John Loder John Loder Patrice Munsel Estellta Rodriguez Manuel Rodriguez Carleton Smith Dorothy Stewart Barnard Straus

Europe to N. Y. Katharine Cornell
Wladimir Lissim
Guthrie McClintic
Roberto Rossellini
N. Y. to Europe

Carleton Aisop Irving Asher Jack Buchanan Jack Buchanan Lucette Caron Adele Dixon Lee Ephraim Grets Keller Samuel C. Piere Bill Robson David Sarnoff Tito Schipa Ivy St. Hellier stin Trevor

Long-smoldering split between the major film companies and in-ependent producers, sparked duri

the Malor film. Companies and 'make the Malor film. Companies sparked daning the last year by constant blokering over the foreign market, and domestic bookings, troke wide Coldwan, formally notified the Coldwan formally notified and the Assn. of Motion Picture Producers of his intention to with and the Malor of Motion Picture Producers of his intention to without the Coldwan formally notified the Pi-law, withdrawal is effective 12 months from the day of notice. I Alian his reasons for the split. Listing his reasons for the split, Goldwyn declared:

crib Loses

ee on Paisan

In Coast Snar

In Roener, foreign pic distrib
Angeles and operator of a
of Coast art houses, is loosed in the selfAngeles and operator of a
of Coast art houses, is loose distribution fee on Mayer
in Paisan's a result of
way squeeze that sent the
exp coast chain in that terRosener's refusal to book
in 'Into his houses, although

'Ring of Coast art houses, although

'Ring of Coast art houses, although

'Ring of Coast chain in that terRosener's refusal to book
in 'Into his houses, although

'Goldwyn averred there must be
of the screen."

of the screen."
Goldwyn averred there must be a return to "real free enterprise" in the Industry, which he defined as "an opportunity for all producers to show their pictures to the public in every community on a fair and non-discriminatory basis."
He added:

He added:

"The future of good molion pictures is completely bound up with the efforts of SIMPP to bring this about. From now on I intend to concentrate my energies on the efforts of the Society to bring about a fair deal for independent producers."

### Jumps Jetplane Gun

With a battle-royal being staged among the majors for first crack

smong the majors for first creak at a screen treatment of the Juky steplane subject, RKO has quiety imported by my with a briefer on the jets. One-receier, "Men of the Shooting Start," has just been considered by the start of a series of Screenliners produced for RKO by Burton (Bud bud by the start of t

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

Neil Agnew Busby Berkeley Edgar Bergen Nate Blumberg Lou Bunin Alan Carney Sunset Carson Cyd Charisse Cyd Charisse
Montgomery Clift
Monty F. Collins
Aaron Copland
John Dales, Jr.
Olivia De Havilland
James Dunn
Irene Dunne
Dan Duryea
Irving Fein
Dick Haymes
Jascha Helfetz
Cornwall Jackson Cornwall Jackson Michoel Kelly Michoel Kelly Michoel Kelly Abe Lerner David Lipton Tony Martin Blake McVeigh Carmen-Miranda Thomas Mitchell Victor Phalen Robert Paige Gail Patrick Phil Regan Harry Ruby Harry Sherman Paul Short George A. Smith Kay Starr Cornwall Jackson Kay Starr John Steinbeck Robert Sterling John Sutherland John Sutherland Kenneth Thompson Dalton Trumbo Robert Vogel Thomas L. Walker Alfred Werker Paul Wilkins Roland Young

# CURB RELEASES IN SELLER'S MK

# 'Hamlet.' 'Shoes' Pace British Pix Rise To 100G Wkly, Rentals in America

British films in the U. S.—particularly those of J. Arthur Rank—are currently socing a sharp rally in film earnings. With Rank's Talmiet, distributed here by Universal, and "Red Shoes," Eagle the playdiets, and other of his films hitting the theatres, distribing rentals on the British offerings have now climbed well above the \$100,000 weekly market. Since both "British offerings have now climbed well above the stopping power, Rank officials appet that figure to be bettered consistently for a number of months."

expect that figure 0 no entercere consistently for a number of consistently for a number of official ending of the boycout against British pix is now paying of with a number of the paying of with a number of the paying of the

"Wateriou isva..."

Bin.
Double-bill-will be followed Saturday (22) by two more of the Britisher's pix, "A Canterbury Tale" and "Woman in the Hall."

Both pix are in on a test run to (Continued on page 14)

### 'March of Time' May Be Forced to Find New Distrib in Balk at 20th

Distrib in Balk at 20th.

"March of Time", series of twored documentaries produced under
the aegis of Time mag, may be
torced to find another distributor.

Saving of television, 20thFox, which
has distributed the shorts for the
last several years, is domanding
that several years, is domanding
that the product before renewing
the distrib pact, which has already
expired. Time publisher Henry
Luch has reportedly balked at the
theatrical outlet.

Twentieth execs, who have al-

Lacke has reportedly seek another theatrical outlet.

Twentieth exces, who have altered have been already launched their TV activities in a number of ways, believe the exception of the secondary color and the secondary color and the secondary color and the secondary color of the secondary color of

### BRITISH EXHIBS ASSN. HITS AT 45% QUOTA

Lind Al Joy QUIA.

Chematograph Exhibitors Assan.
Last week struck a direct blow assance and the structure of the structure o

quota.

CEA action is aimed at forestalling other moves for increasing the quota, on which a government decision must be taken before March 31.

### Rank Exec Eves Pic-Tele

Kank Exec. Eyes Ptc-lee
Role that firms will play in television is currently being studied
in New York Josef Somlo, Joint
managing director of J. Arthur
in the State of the State of the State
short visit to this country. Somlo
is also huddling with execs of
Rank's two U. S. distribs, Universal
and Eagle Lion, on distribution
British production head plans to
journey to South America to o.o.
that market before returning to
England. He is headquartering at
England. He is headquartering at
England. He is headquartering at
England.

# Poor Pix Biz May Nip British Dollar Account 2½ Million

Poor earnings of British films in the U. S. during the past year may result in the Bank of England dollar 'account being clipped for \$2,000,000 this spring. Bank is committed to make good on dollar advances handed by Bankers and Sir Alexander Korda a couple years ago. years ago.

and Sir Alexander Korda a couple years ago.

It was anticipated that earnings here of the dozen Rank and two Korda films that were put up as a comparation of the com

that Bankers Trust now holds liens on the American earnings of a lengthy list of Brittish pix. Advance to Korda was on "An Ideal Husband" and "Anna Karenina." both distributed by 20th-Fox.

Alex Ardrey, exec v.p. of Bankers, is in hopes that rather thankers, in the same thankers, in the control of the control o ing over additional pix as collat-eral. This would be advantageous to the American bank as it would continue earning interest on a nue earning interest (Continued on page 14)

### **BRITISH PRODUCERS** IN GOVT. COIN PLEA

British-film-producers, claiming that producers, claiming that producers, claiming that producers, claiming that producers, claiming the producers, claiming the producers of th

# TO RETAIN EDGE

Dwindling length of first-run engagements and an increase in the past few years in the number of first-run houses is rapidly changing he war and postwar buyer's market for film to a seller's market, and the seller's market, but the seller's market was the seller

(Continued on page 14)

# Joseph Ankles **U** After Snarl

Exit of John Joseph from the Universal lot is reported to have come after a blowoff with William Goetz and Lee Spitz, production chiefs of the company. His successful to the second chiefs of the company. His successful control of the company. His successful control of the company of the com

Understood that Joseph has a one-year contract which remains to be settled. Although—his resignation becomes effective immediately, he will stay on three to four weeks to clear up details. Change in no way affects Maurice Bergman, eastern ad-pub director, or his h.o. staff.

# Successor to Meyer

next piea nor new government innancing yesterday (Monday) to Sir
Stafford Cripps, Chancellor of the
Exchequer. Delegation leased to
Sir Stafford Cripps, Chancellor of the
Exchequer. Delegation leased to
succeed Frank Meyer as assistant
as a producers about 40% of the grant of paramount. Pereira
which amounts to some \$13200.

Government has aiready made
tayllable a \$20,000,000 loan in
available a \$20,000,000 loan in
to Growers to neet the comment on the report.

Meyer paramount toppers refused
comment on the report.

Meyer paramount toppers refused
comment on the report
available a \$20,000,000 loan in
the company plants to refire a the end
to producers to help them provide
remove the producers of the provide
to the provide of the

# DISTRIBS AIMING Exhib-Owned Co. Would Stock Reissues to Nip H'wood Prod. Lag

### Selznick to England

Hultwood Jan. 18.
Daniel T. O'Shea, Vanguard Productions prexy, disclosed today
Tuess that Dayld O. Selmick will leave shortly for Europe to comleave shortly for Europe to comprint Moni. which Selmick Releasing Organization will distribute
in the western hemisphere. Selfacceptage for "Gone to Barth,"
which he'll co-produce in Earth,"
which will co-produce in Earth, "
which will be the selftermination of the selftermination of the selfwhich is the selftermination of the self
which is the self
termination of the self
termination o Hollywood, Jan. 18.

While overseas, Selznick will set deals for his contract stars to make foreign pictures.

# Tail-End Selling On 'Dream House' May Go to RKO

Sciznick Releasing Organization's
"Mr. Blandings Builds His Dream
House" may revert to RKO for
selling of tail-end accounts. Pic,
which is not included in current
negotiations between Dwidt
mey between to SRO
for distribution under terms of the
agreement by which Selznick released Dore Schary to head RKO
and Sciznick share an interest in
the film.

the film.

RKO reportedly objected to DOS turning "Blandings" over to EL and paying a distrib fee to that outfit: It claimed it could easily do the same residual selling job and might as well get the fee itself. Presumably, negotiations toward the country of the presumably megotiations toward the country of the presumably megotiations toward the country of the presumable of the property of the presumable of the presumable

The formation of an exhibition of the property of the pr

### Disney, Stromberg, Faris to Testify In **Detroit Trust Action** Detroit, Jan. 18.

und paying a distrib fee to that outfit it claimed it could easily do the same residual selling job and might as well get the fee itself and marries and the country of the same residual selling job and might as well get the fee itself and marries from the country of the same residual selling job and might as well as the country of the same residual selling that the country of the same as a completed.

Schinks and Arthur Krim. El. Sp. 75,000 treble damage sail to distribution by El. of nine Selmick relissues. On plans for residual selliflisher, and the Cooperative Theings by El. of "Duel in the Sun" and "Paralime and plans for residual selliflisher and "Paralime and the company of the same and the considerably more vague stage are called the country of the same and the considerably more vague stage are large and the cooperative Theing over the handling of subsequent accounts on "Portrait of Jennie" and other new SRO into the same and the cooperative Theing over the handling of subsequent accounts on "Portrait of Jennie" and other new SRO issue the same and the cooperative Theing over the handling of subsequent accounts on "Portrait of Jennie" and other new SRO issue the same and the cooperative Theing over the handling of subsequent accounts on "Portrait of Jennie" and other new SRO issued the same and the cooperative Theing over the handling of subsequent accounts on "Portrait of Jennie" and other new SRO issued the same and the cooperative Theing over the handling of subsequent accounts on "Portrait of Jennie" and other new SRO issued the same and the cooperative Theing and the cooperat

ition, but is retaining a skeleton sales force to handle key engage. (Continued on page 18)

PROD. PLANS REVEALED

BY HITCH-BERNSTEIN

Londoh, Jan. 18.

Sidney Bernstein, partnered with Alfred Hitchcock in Transatlantic productions, said here this week and the productions, said here this week continued to the productions, said here this week said. Instead of making "I Congest" for Transatlantic a revised slate. Instead of making "I Congest" of Transatlantic a revised slate. Instead of making "I Congest" of Transatlantic a revised slate. Instead of making "I Congest" of Transatlantic and the indicated of the warden, the continued of the warden, th

# MPEA Facilities Would Be Used **Even If Majors Go to Solo Operation**

PICTURES

month.

One reason for the delay was the absence of company prexies, who constitute the board of directors of the MPEA. Most of them were heading for Florida for the conclave that was slated to get under way there yesterday (Tuesday)

### IA ASKS MEDIATION IN EXCHANGE TALKS

IN EXCHANGE TALKS
In a move to ward off disruption of film distribution operation of film distribution operation of film distribution operation of film distribution operation of the distribution operation of the distribution operation of the distribution operation operation of the distribution operation ope

### Seek Million Damages In Mass. Trust Suit

In Mass. Trust Suit

A civil action of the Mass. A civil action of the Community Playhouse, Welsten of the Mass. A civil action of the Mass. A civ

### Wanger to Col. For 'Wall,' Mason Pic

"Wall," Mason Pic Columbia Pictures and Walter Wanger cooked up a deal whether the indeep roducer will make "The Blank Wall" for Columbia release. Wanger hed originally arranged to produce "Wall" for Eagle Lion release but later broke away from that studio. Picture, sized to start late in February, will be Wanger's Picture is based on a novel by Elizabeth Sanxay Holding.

### Wilde Goes 'Skiing'

Hollywood, Jan. 18.
Lazar Wechsler, Swiss film producer, signed Cornel Wilde to star in "The Skiing Story," to be made in the Alps.

Wilde leaves for Switzerland Feb. 15 with his wife and child. Wechsler is also negotiating with Glenn Ford for a picture overseas.

### N.Y. as Film Center For Prod. Seen Boosted By Large-Scale Vidnix

Grat demand for video-pix by 1890 will give New York its chance to surpost Hollywood as the world man to surpost Hollywood as the world man to the control of the total man to the control of the fourth annual convention of

and Boris Kaplan.
Initial chore before the incoming officers is the cleanup of the minimum basic agreement negotiations with approximately 60 indie producers in the N.-Y. and Chicago area. Talks have been dragging along for the last eight months with no sign to date of a settlement.

### Old Rogers Pix to Acad

Will Rogers, Jr., enriched the archives of the Academy of Motion Picture Arts and Sciences by a donation of 150 prints of 35m film from the estate of his late father.

### WB's 'Musical Comedy'

MD 8 MIMSKAI COMECUS
Hollywood, Jan. 18.
Joan Crawford, June Haver, Virginia Mayo, Jack Carson and Gordon MacRae will co-star in "Musical Comedy," a high budget tunefilm at Warners.
Picture will be made in Technicolor with Jerry Wald producing.

### Govt. Re-Exams **ASCAP Decree**

Compleations in the operation of the American Society of Composers, Authors & Publishers, brought on by the recent antists ruling of N. Y. Federal Judge Vincent L. Leibell on theatre Jees, consent decree with the Government. Dept. of Justice lawyers have started a re-examination of the decree to see if the exhibit victory in knockfull and the victory in knockfull and the Society. The Society of the Conducting the survey are Har-Conducting the survey are Har-

vectory in shocking out seat cases
the Society.

Conducting the survey are Harthe Society.

Conducting the survey are Hartorney general in N. Y., and Sigund Timberg, in charge of the
of J. Herbert A. Bergson, assistant atorney general in N. Y., and Sigund Timberg, in charge of the
of J. Herbert A. Bergson, assistant
seating the survey of the survey of the
survey of the survey of the survey of the
survey of the survey of the survey of the
survey of the survey of the survey of the
survey of the survey of the
survey of the survey of the
survey of the survey of the
survey of the survey of the
survey of the survey of the
survey of the survey of the
survey of the survey of the
survey of the
survey of the survey of the
survey of the
survey of the survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of the
survey of th

### WALLIS. HASKIN SETTLE DIRECTOR'S CONTRACT

JIRCLIUM 3 UNIVARAU

Amicable settlement of Byron
Haskin's director contract, which
nounced by Hall Wallis, Separation
goes into effect March 1. Before
that time Haskin will direct Yuma
goes into effect March 1. Before
that time Haskin will direct Yuma
Canacaster in the Wallis production,
"Rope of Sand."
Meanwhile, Wallis in negotiating
with William Dieterle to direct the
rest of the picture.

### **Briefs From the Lots**

Hellywood, duen to the control of th

## **RKO Theatre Chain Presses For** Solution of Partnership Situation

### United Appeal Lags

MILEU Appeal Lags
Hollywood, Jan. 18.
Film industry's Fourth Annual
United Appeal drive may wind up
this week, atthough only 74% of
the goal has been achieved to date.
Aim is \$13.09, 720. Latest report
by Roy M. Brewer, chairman of the
campaign, was \$985.696, subscribed
by 150-61 conors.

ny 15,041 donors.

Labor unions and guilds donated \$305,714, while pledges from the upper brackets amount to \$652,850.

### 'Non-Expert' Defends Crime, Sex, Costumers As Boxoffice Fodder

Editor, VARIETY:

The self-appointed "experts" who write about motion pictures have often handed me many an unintentional laugh, but the most recent one, I think, calls for a slight explanation from someone.

slight explanation from someone. Motion picture editors all over the country have reported with pride and-straight faces that item about the National Allied Theatre Owners having selected the three subjects that are currently "poison" at the boxoffice, namely, in their opinion, crime, sex and costume pictures.

Oh, brother! If these boys are serious, then they should go back to selling suits—they're certainly in the wrong business.

I am not in the theatre business

to selling suits—they're certainly in the wrong business.

I am not in the theatre business or connected in any way with the control of the c

### Small Gets 75G, 50% Cut For 16m Rights on 10 Pix

For 16m Rights on 10 Pix Increasing value being placed upon 16m wordwide distribution upon 16m wordwide distribution of his films by Edward Small last week. Indie producer received a \$75,000 advance against 50% of the week. Indie producer received a \$75,000 advance against 50% of the control of the state of the stat

Willership Situation

While inception of the RKO
amit-trust consent decree has been
stalled until a stockholders' meet
stalled until a stockholders' meet
ment, the RKO theater chain stament, the RKO theater chain stalready pressing for a solution of the
alree toppers have been engaged in
partnership holdings. RKO of the
alree toppers have been engaged in
the dickerings are both the TrentonNew Brunswick theaters, held
SKO and Walter Reade, and
SKO and walter Reade, and
SKO and walter Reade, and
SKO has a minority interest.
Understood that Reade has been
forered an undisclosed figure by
forered and undisclosed figure by
creater or an either buy or trent
to be stated price. Reade has that offer
under consideration but, report
eater or an either buy or trent
under consideration but, report
eater or an either buy or trent
under consideration but, report
cator can either buy or trent
eater or an either buy or trent
under consideration but, report
under consideration and consideration
und

Trenton, state capital.

As for Butterfield, RRSO has offered the clicuit management sale
of its interests in the 112 theatres
blanketing Michigan. If the Butterfield operators refuse to liquidate
the holdings will seek to liquidate
the holdings will seek to liquidate
the holdings will seek to liquidate
There is no possibility of RRO
buying an outright holding in any
of these holdings and the field of the
(Continued on page 18)

### SWG OKAYS AFFILIATION BID OF EASTERN SCRIBES

DIU UF EASIERN XAIBES
Screen Writers Guld voted to
grant an application for affiliation
made by the Assciated Film Writers of New York City, which conteres of New York City, which contered to the Assciated Film Writer
Although the New York group will
call itself the Eastern Division of
SWG, the two organizations will retain their own autonomy. Combined memberships of both groups
SWG as consultation and the
SWG as consultation
SWG as consultat

totals more than 1,200.
SWG also voted to discontinue publication of its official magazine, the Screen Writer, and approved the Screen Writer, and approved George Seaton, presy, to negotiate a new contract with the film studios. Committee includes Seaton, Carrier Bracket, Oliver H. P. Garrier Bracket, Ulver H. P. Garrier Bracket, Ulver H. P. Hackett, Don Hartman, Arthur Kober, Emmett Lavery, Siloan Niloge Ernest Pascal, Dwight Taylor and Harry Tugend.

### Calhern, Roland Young For Brando's 'Benny

For Brando's 'Benny'
Marion Brando, whose role in
the current legiter, "Streetonthe current legiter, "Streetonparticles of the street of t

### SWG Ready to Meet On Reissues, Foreign Prod.

Reissues, Foreign Prod.

The Screen Witters Guild is ready to meet with other Hollywood Jun 18.

The Screen Witters Guild is ready to meet with other Hollywood guilds and unions to discuss the problem of reissues and foreign Seaton told the Hollywood AFI Film Council at its regular Monday (17) meeting. Seaton said that writers favor an all-industry publication of the problem of the producers to work of the producers to work out a code of fair practices.

# INDIES AS IMPORTANT GROSSERS

# EL Embarks on New Economy Prod-Measure Via Bunched Filming \$4,000,000 CLASS

Prod-Measure V

Eagle Lion is embarking into as new theory of elimenalities—oredeveloped of elimenalities—oredeveloped of the control of the costs of operating a studio. The
company, an EL spokesman told
VARIFIT this week, will produce films in spures and then.
The company of the company of the costs of the cost

Kane will produce about the posta-dept on signal for the first three-new films has been given following an arrangement to draw the neces-sary bankrolling from the First Na-tional Bank of Boston. Money has to be supported to the support to the support of the support to EL under, a financial credit which was set up with the bank about a year ago. Since then, the indebtedness created by past ad-vances.

### Hollywood's 'Unusual' Weather Actually Proves \$ Saver for Pair of Pix

\$ Saver for Pair of Pix Hollywood, Jan. 18, Hollywood sunsual weather, including readward sunsual weather, including readward sunsual weather, including readward sunsual weather, including readward sunsual read

### PHILLY EXHIB SUES WB. OTHERS FOR 182G

Philiadelphia, Jan. 18.
Dante Icampo, who operated the
Glenside (suburban theatre), filed
suit in Federal district court here
against Warner Bros,, its three affiliates and seven other major producers and distribs, asking \$182,000
damages.

ducers and distribs, asking overall damages.
William Gray, who has represented the Goldman theatre chain in a similar, suit involving the first-line standard in the standard of the model of the model of the model of the standard of the model of the standard of the stand

atres—the Yorktown, Accounted the Glenside Ferlen.

Icampo operated the Glenside from March, 1946, to March 1948. The S182,000 total is the sum he claims he would have made without the alleged discrimination.

### WB Resumes Feb. 1

Production at Warners will be resumed during the first week in February, starting with "The Octopus and Mrs. Smith," a Harry Kursum and Dennis Morar Wymna and Dennis Morar Michael Curtic will direct, as the first job under his new contract with the studio. Picture is based on an original yara by Jerry Gruskin.

### Indiana Assn. Warns Exhibs **On False Returns**

Indianapolis, Jan. 18.
India exhibitor associations, continuing their all-out fight against so-called forced percentage deals, have warned their members against heing cajoled into such a deal by through their all-out fight against ware warend the presentage deals to a same warend the presentage deals to being cajoled into such a deal by film salesmen on the assumption the exhib can still turn a profit on the exhib can still turn a profit on control of the result of the same such advice was Allied Theatre Owners of Indiana, which declared that exhibitors going for such deals not with the same such advice was Allied Theatre Owners of Indiana, which declared that exhibitors going for such deals not involved but also strengthen the position of distributors "by furnishing them with a number of deals to use as argument against reduction of the same such as the same such to same such to the same such to the same such to the same such to sam (Continued on page 16).

### **HUGHES FINDS IT EASIER** TO KEEP STUDIO OPEN

Hollywood, Jan. 18. Learning that maintenance and upkeep nut, despite shutdown, would reach \$2,800 weekly, Howard Hughes reversed his decision to close RKO Pathe lot in Culver

Hughes reversed his decision to Culver Close RKO 7 table lot in Culver Close RKO 7 table lot in Culver Close RKO 1 table 10 table

### 'Alice' Print Ready

# 20% OF 'EM IN

By HERB GOLDEN

Hollywood's independent ducers have accounted for 20% of all the films in the history of the industry which have earned \$4,000,000 or more in domestic rentals, a study of VARIETY'S retime top-grossers discloses. Important part which the independents have played in providing money pictures is evidenced in that the three top films on the list are from indies.

that the three top films on the list are from indies.

Hard time that the lone-wolf immankers have had during the past couple years, however, is signed to the works hought of the house of the works hought of the hought of th

markets slipping and costs at peak inew United Artists headquarters in levels has been responsible for the Los Angeles separate from that lack of prominence of the indies in the "Golden Circle" during the in charge of production; representation to the control of the production of the production of the control of the con 000 in its roadstow and first-time-round-at-regular-tile runs-round-at-regular-tile runs-cates that Selmick carrier credit for a total of four of the all-time top-grossers. In a addition to the control of the control of the top-grossers. In a addition to with "Spollbound" and "Since You Went Away," which did \$5.000,000 and \$4.500,000, respectively. Gold-way appears (wice on the list, first with "Kild from Brooklyn," which his \$4.000,000. No other producer his "Kild from Brooklyn," which his \$4.000,000. No other producer his word than the control of the control (\$6.000,000). Solar Lesser with \$6.000,000, Solar Lesser with and Howard Hawks with "Red River" (\$4.150,000).
"River" was the only indie entry

River" (\$4,150,000).

"filver" was the only indic entry hitting the nation's screens during 1848 that earned more than as independently-made in the above tabulation are those which were genuisely financed and promotive the semi-independents, based primarily on capital gains considerable the semi-independents, based primarily on capital gains considerations, which were financed and a considerable degree controlled by major studios.

### NT STEPPING UP B.O. WITH TALENT OUEST

Milli IALLUI QUEOI
Millywood, Jan. 18.
Almed at stepping up. lagging
boxoffices, National Theatres starts
a "Talent Quest" Feb. 6 to pick
the nations" most talented" amateur. A screentest, merchandise
prizes, and \$1.000 cash are the
lures. Contest winds week of April
If, when winners in the circuit's
steady of the start of the start of the start

All theatres in circuit will man.

Grauman's Chinese theatre.
All theatres in circuit will participate, with pro ringers being
carefully sorted out. Local and
district finals will be held late
in March, with division finals salted
for week of April 3 at Loews State,
L. A., with the winners then going
to the Chinese. Affice frill (Reduy
Afribur Krim, Eagle Lion prexy,
received a print of Lou Bunk
"Alice in Wonderland," combo liveaction and earloon feature, produced in Paris last year. Print was
loaded in Paris last year. Print was
loaded in Combo Liveduced in Paris last year. Print was
loaded from the Combo liveaction and Carloon feature, where the
loaded from the Combo liveaction and Loaden, where the
load for the contest originated
in the Dereviet verifyer year ago,
load in the Dereviet verifyer year ago,
release after a New York preem,
lordered it was so successful, circuit head
release after a New York preem,
lordered to the entire claim,

# **Engineers Needle Film Industry** On Delay in Large-Screen Video

### Lupino's Indie

Hollywood, Jan. 18.

Ida Lupino is going in for indie production, in association with Anson Bond, with "Bad Company," a tale of unmarried mothers, starting early in February at California Studio, with Elmer Clifton directing

Story was originally titled "Il-legitimate," but the Johnston Of-fice turned thumbs down.

# New Chalif Hotrs. Held No Threat To **Bagnall Authority**

Opening by Selmer Chalif of a new United Artists headquarters in Los Angeles separate from that maintained by George Bagnall, v.p.

### 'SNAKE PIT' SEEN NO PROBLEM AFTER ALL

PROBLEM AFTER ALL

"Snake Pit." 20th-Fox's chief
problem pit." 20th-Fox's chief
pit." 20th-Fox's chi

The film industry—pertoularly the major companies—is given the needle to set going this year on large-screen television or be left successful to the large-screen television or be left successful to the second of Motion Picture Engineers. Interim survey, completed by a special committee, sees little evidence of more parade although "theatre-television equipment has been developed which is expalse of providing pleviality of the properties of

which is capable of providing pictures of continuing entertainment value."

\*\*Providence of the continuing entertainment value."

\*\*Providence of the continuing entertainment value."

\*\*Providence of the continuing entertainment value.

\*\*Providence of the continuing entertainment.

\*\*Providence of the continui

### Sirk Dispels Confusion On '2 Hearts,' Set to Roll Europe Prod. in Spring

Europe Prod. in Spring
Dispelling in dustry confusion
over which film company would
produce "Two Hearts in Threequarters Time," Indie producer
Douglas Sirk revealed last week on
ever which with the producer
Douglas Sirk revealed last week on
sewed up rights to the property and
would roll it in Europe in early
spring under the segis of his newlyincorporated production companycing for the picture, which is to be
lensed either in Vienna by Stockloin with an all-American cast.
Budget has been set at about \$900cing for the picture, which is to be
lensed either in Vienna by Stockbound with an all-American cast.
Budget has been set at about \$900company to the picture which is to
be lensed either in Vienna by Stocksame picture produced in Hollywood today would cost over \$1,300/wood today would cost over \$1,300/with several major distribs for
worldwide release. Confusion over
the Property arose when several
other indie producers also claimed
by FFA in Germany.

Sirk, whose last American film
to be released was Columbia's
story, which was originally filmed
by FFA in Germany.

Sirk, whose last American film
to be released was Columbia's
at least on more picture in Europe
this year. We's to be either an origial story, ttiled "White Knights,"
or a remake of the famous Germanlastor, ttiled "White Knights,"
or a tempake of the famous Germanlast."

### COL. GUNS 7 FEATURES **DESPITE PEAK BACKLOG**

FILZEGRAID KE-Uptioned
Hollywood, Jan. 18.

Barry Fild Mysood, Jan. 18.

Seven features and a secral will such sixth year. He has been working on the same lot since "Going low you will be a secral will such sixth year. He has been working on the same lot since "Going low you will be a secral will such sixth year. He has been working on the same lot since "Going low you will be a secral will be

# H.O.'s Nip L.A. Albeit 'Words' Music At B.O., \$65,000; 'Skv' High \$72,000, Hope 32G, 'Act' Murder in 2d, 9G

Los Angeles, Jan. 18. Down to \$13,500. Last week, next Two strong new bills are giving \$13,500.

If the biz here this week despite preponderance of holdware. Fankantener. (RKO) (48) Fantages (Pan) (3,812; 60-81) Words and bizer the barre while (1997) (1998) (19

Belront (FWC) (1,532; 60-\$1)—
"Blood On Moon" (RKO) and
"Trouble Preferred" (20th) (3d wk5 days), Okay \$2,000 or near. Last
week, good \$3,500.

Beverly (FWC) (1,352; \$1-1.80) "Joan Arc" (RKO) (4th wk). ear \$6,000. Last week, moderate

\$6.200.

Beverly Hills Music Hall (G&S-Prin-Cor) (834; .65-\$1) — "Best Years" (RKO) (3d wk). Oke \$3,500.

Last weck, \$4,500. Carthay Circle (FWC) (1,518; 85-(1,53) — "Portrait Jennie" (SRO) (4th wk). Near \$9,500. Last week, okay \$10,400.

kay \$10,400.

Chinese (Grauman-WC) (2,048;
0-21)—"Yellow-Sky". (20th). and
Alaska Patrol" (FC). Fast \$18,000.
ast weck, "Snåke Pit" (20th) (3d
vk-6 days), \$8,000.

Culver (FWC) (1,145; 60-\$1)—
"Blood On Moon" (RKO) and
"Trouble Preferred" (20th) (3d \$4.800.

Downtown (WB) (1,757; 60-\$1)—

"Whiplash" (WB) (2d wk-5 days).

Okay \$9,000. Last week, smart \$18,600.

800.

El Rey (FWC) (861; 60-\$1)"Snake Pit" (20th) (m.o.), Good
\$7,000, Last week, "Blood On
Moon" (RKO) and "Trouble Preferred" (20th) (2d wk): \$3,800.
Esquire (Rosener) (685; 85-\$1.20)
—"Woman Hunt" (Indie) (2d wk).
About \$2,000, Last week, oke \$2,500.

Acoust Science and Science and

| Second | S

ision" (M-G) (3d wk-6 days), \$5,-600. Wiltern (WB) (2,300; 60-\$1)— "Whiplash" (WB) (2d wk-5 days), About \$6,000. Last week, good \$11,000,

### Cary Grant Great \$21,000 in Denver

Denver, Jan. 18.

"Every Girl Should Be Married"
Is packing the Orpheum this sesson with the property of the Control of the Control
Urge" looks fairly good in two spots. "Henry V" is sturdy at Yogue on upped-scale run. "Paleface" is doing fine in fourth week at Denham and stays another.

Estimates for This Week Broadway (Cinema) (1,500; 35-74)
-"Song Is Born" (RKO) (3d wk),
kay \$6,500. Last week, good

### 'By Night'-Vaude Fast \$16,000, Balto Leader

"AUNIOUS, DARM LEGARCE"
Trade is taking a nice lift here
Baltimore, Jan. 18.
Trade is taking a nice lift here
Hipportone driven and a combo
Hipportone driven and a combo
Hipportone driven and the stanley
also is attracting pleasing response.
Century is just okay.

Estimates for This Week Century (Locw's-UA) (3,000; 20-60) — "Three Godfathers" (M-G). Okay \$14,000. Last week, "Words and Music" (M-G) (2d wk), fine \$12,200.

and Music" (M. G) (2d wk), fine siz-200.

Hippodrome inspirator) (2240Hippodrome inspirator) (2240Hir (Hippodrome) (2240Hoscian Hayride" (240Hoscian Hayride

opener. Stanley (WB) (3,280; 25-75) — "Whiplash" (WB), Nice \$12,000. Last week, "The Accused" (Par)

\$9,300.
Town (Rappaport) (1,500; 35-65)
—"Every Girl Married" (RKO) (3d
wk). Excellent \$9,000 after steady
second week at \$10,700.

### 'Juan' Giant \$26,000 in Frisco; 'Hair' Good 19G 'Urge' Rousing \$20,000

Rising Francisco, Jan. 18.
Rising temperature is helping
the boxoffice situation here this
the boxoffice situation here this
out with a terrific session in the
St. Francis. "Boy With Green
Hair" shapes good at Golden Gate
while "Wonderful Urge" looks
strong at Warfield
Estimates for This Week
Estimates for This Week

Estimates for This Week
Golden Gate (RKO) (2,844; 60-8) — "Boy With Green Hair"
(RKO) (30 — "Boy With Green Hair"
(RKO) (31 — "Boy With Green

Warfield (FWC) (2,656; 60-85)—
"Wonderful Urge" (20th) and
"Christopher Blake" (WB). Strong
\$20,000. Last week, "Hills of
Home" (M-G) and "No Minor
Vices" (20th), neat \$17,500,

1820,000 Last week, "Hills of the Minor of Minor

\$5,000. State (Par) (2,133; 60-85)—"In Navy" (U) and "Hold That Ghost" (U) (reissues) (2d wk). Down to \$5,000 in 4 days. Last week, big \$9,000.

### Estimates Are Net

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

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

# Witch' Wakes Up Philly, Sock \$31,000: 'Married' 32G, 'By Night' Big 16G, 2d

### **Key City Grosses**

Estimated Total Gross
This Week ..., \$3,042,000
(Based on 23 cities, 230
Eleatres, chiefty first runs, including N, Y.)
Total Gross Same Week
Last Year ..., \$3,003,000
(Based on 23 cities, 226
theatres).

# 'Gotta Stay' Hep \$15,000 in Mpls.

Minneapolis, Jan. 18.

Helped by highly favorable
we at her, principal newcomers,
"Gotta Stay Happy." "Hady in Ermine" and "Gallant Blade" are we a it is er, principal newomers, "GGUT Styr Hipppy"—Lady "in-Er-making respectable showings. Impressive list of holdovers include line hip-stepping." Paleface" and the light of the ligh

Sand (IKO) (reissues), amazing Sand (IKO) (reissues), amazing State (Par) (2.00), 50-70)—"Lady in Ernine" (20th). Betty Grabe to coaxing ticke buyers, but not everybody enthusiastic over this, coaxing ticke buyers, but of the coaxing ticke state over the coaxing ticke (20th). Sand (20th) 188 One (Per) (2 300; 20-70)—Tady in Emime" (20th). Betty Grain in Emime" (20th). Betty Grain in Emime" (20th). States of the Court of

Philadelphia, Jan. 18. business, but weekends continue to hold peak business, but weekdays are sloughness and radio advertising are keeping the upped-price for a few parts of the peak of

are smash, at the Stanley. Both are smash, Estimates for This Week Aldine (WB) (1,303: \$1,20.\$2.40). —"Hamlet" (U) (8th wk). Solid for longrun at \$12,500. Last week, \$14,000.

Thin so, opener.

Masthaum (WB) (4,360; 50-99)—

Every Girl Married" (RKO).

Town's leader at fast \$32,000. Last week, "Don Juan" (WB) (3d wk),

Socko \$10,000 according to pener.

Trans - Lux (Trans - Lux). (500;
\$1.20-\$2.40 — "Red Shoes" (EL). (4th wk). Fancy \$10,000. Last week, \$11,000.

### Hub Mild Albeit 'Moon' Lofty \$24.000; 'Hayride' Slow 18G, 'Urge' OK 21G

Biz remains around the average level here with type of product and holdovers not helping much. "Blood on Moon" at Boston is way out in lead with "Wonderful Urge" at Met also doing okay. "Mexican Hayride" shapes disappointing at the Memorial. "Three Godfathers" ooks average to mild in two

tres. Estimates for This Week

# 'Sky'-Janis Paige Rousing \$63,000, Chi: 'Whiplash' 15G, 'By Night' 18G, 2d

While the overall gross picture is not as bright as last week, the vaude comb. Ordental with "Yellow sign and a property of the property of th

at Grand shapes neat \$11,000.
Second weekers are led by "Be walked by Night" at State-Lake, which is still solid with \$18,000.
Fillod on Moon" moved over for third week at the Rilatio and looks about \$10,000. Thee Shape with the still the still still the still sti

Estimates for This Week. Apollo (B&K) (1,400; \$1.20-\$2.40)
— 'Hamlet'' (U) (8th wk). Strong
\$12,500. Last week, \$14,000.

"Hamle" (U) (8th wk). Strong 12,200 Last week, \$14,000.
Chiesca (18RK) (9,900; 50-98).
"Accessed" (19RK) (9,900; 50-98).
"Accessed" (19RK) (9,900; 50-98).
"Gartick (19RK) (19RK)

eck \$42,000.
Palaee (RKO) (2,500; 50-98)—
Mexican Hayride' (U). Fairly
od \$20,000. Last week, "Gotta
tay Happy" (U) (2d wk), \$15,000.
Ralto (Indie) (1,700; 50-98)—
Blood on Moon' (RKO) (m.o.).
ofoctrate \$10,000. Last week, "Coregidor' (EL) and "Lady Fund"
mangking" (EL) (reissues) (four

regidor" (EL) and "Lady From Chungking" (EL) (reissues) (four days), 55,360. Roosevelt (B&K) (1,500; 50-98)— "Whiplash" (WB). Not so profit-able at \$13,000. Last week, "One Sunday Atternoon" (WB) (2d wk.), \$15,000. (Shubert) (1,000: \$120.

Sanday Atternson" (WB) 124 Ws.).
Solvyn (Shubert) (1,000; \$12.0-\$2.40)—"Red Shoes" (EL) (4th wk.).
Trim \$10,000. Last week, \$10,000.
"Walked By Night" (EL) (2d wk.).
Nifty \$13,000. Last week, \$10,000.
Last week, \$10,000. Last week, bl.)
\$22,000. (Indie) (650; 65)—"This Barp \$1,000. Last week, \$10,000.
United Artists (B&K) (1,700; 50-\$10,000.
Ellist Week, \$3,000. This Week, \$10,000.
Ellist Shoes (B&K) (1,700; 50-\$10,000.
Ellist Week, \$3,500.

\$19,000.

Woods (Essaness) (1,073; 98)—

"Red River" (UA) (4th wk). Fancy
\$28,000. Last week, \$31,000.

World (Indie) (587; 80)—"Paisan" (Indie). Socko \$10,000. Last
week, "Lost One" (Col) (9th, wk),

### REGIMENT' IN STEP AT \$15,000 IN BUFF.

Buffalo, Jan. 18.
Few big new entrics here this reek. "Rogues' Regiment" looks trongest with fancy total at adayette. "One Sunday Afteroon' looks nice at the Buffalo.

Estimates for This Week
Buffalo, Check (2500, 4070).

Edmarks of Line Schuley Balticone Communication of the Communication of

### **Broadway Grosses**

Estimated Total Gross
This Week ....\$727,000
(Based on 16 theatres)
Last Year ...\$668,000
(Based on 23 theatres)

# Kaye Ups 'Jiggs' Wow 25G, Indpls.

Indianapolis, Jan. 18. First-run biz is average or better at all first-runs this stanza. despite a wet weekend. Sammy Kaye, first band show in more than year on Circle stage, is giving "Jiggs, Maggle in Court" a wow session. "You Gotta Stay Happy," at Indiana, has a slight lead over 'Man From Colorado" at Lnew's

Estimates for This Week 

(Par) (2d wk), nice \$11,000.

Keith's (G-D) (1,300; 44-65)—
"All Baba" (U) and "Phantom of Opera" (U) (reissues). Fair \$4,000.
Last week. "Next Time We Love" (U) and "Sea Spoilers" (U) (reissues), good \$4,500 in 5 days.

sues), good \$4,500 in 5 days.

Loew's (Loew's) (2,450; 44-65)—
"Man from Colorado" (Col) and
"Blondie's Secret" (Col). Sturdy
\$11,000. Last week, "Words and
Muslc" (M-G) (2d wk), trim \$10,000. music" (M-tc) (2d wk), trim \$10,000. Lyrie (G-D) (1,600. 44-65)—
"Badlands of Dakota" (U) and
"Trail of Vigilantes" (U) (reissues),
Mid \$5,000. Last week, "Sealed
Verdict" (Par) and "End of River"
(U); good \$7,500.

### K.C. Sloughed by Storm Albeit 'Pit' Rugged At \$18,000; 'Colorado' 14G

Kansas City, Jan. 18. "Snake Pit" is the big news here currently, ringing up a sturdy stanza and looks a good bet for second week in three Fox Midwest houses. Midland's "Man from Colorado" looks moderate. Other houses have holdovers, moveovers nouses have notdovers, moveovers or reissues. Biz most of the week was dampened by the weather which was thoroughly miserable, bringing several inches of sleet followed by rains.

Estimates for This Week Estimates for this week
Esquire (Fox Midwest) (820;
45-65)—"Gotta Stay Happy" (U)
(m.o.) Holding its own for \$3,50
slightly over average, Last week,
"Yellow Sky" (20th) (m.o.), same. "Yellow Sky" (20th) (in.o.), same Kimo (Dickinson) (550; 35-45-65, "Revenge" (Indie). Oke \$1,500 Last week, "Life, Loves Tschalkov-sky" (Indie), \$800.

sky undie, \$800.

Midland (Loew's) (3,500; 45-65)

—"Man from Colorado" (Col) and
Ladies of the Chorus" (Col). Good
\$14,000. Last week, "Words and
Music" (M-G) and "Leather
Gloves" (Col) (2d wk), pleasant
\$11,000.

\$11,000.

Orpheum (RKO) (1,900; 45-65)—
"Every Girl Married" (RKO) and
'Indian Agent" (RKO) (3d wk)
split with "Fallen Sparrow" (RKO)
and "Murder, My Sweet" (RKO)
and "Murder, My Sweet" (RKO)
(reissues). Slow \$3,000. Last weck.
"Every Girl Married" (RKO) and
'Indian Agent" (RKO) (2d wk).
fine \$10,000. Deept (1,900, 45-65).

nne \$10,000.

Paramount (Par) (1,900; 45-65)

"Paleface" (Par) (4th wk). Very fine
\$8,000. Last week, fast \$10,000.

Roxy (Durwood) (900; 45-65)

"Lost Horizon" (Col) and "Adam
Had Four Sons" (Col) (reissues).

So-o \$3,000. Last week. (Count
Monte Cristo" (EL) and
Sons (Sons) (Col) (reissues).

same.

same.
Tower - Uptown - Fairway (Fox Midwest) (2,100, 2,043, 700; 45-65)
—"Snake Pit" (20th). Fine \$18.00 or better despite opening in storm. Last week, "Gotta Stay Happy" (U), sturdy \$16,000.

### 'Belinda' Brisk \$16,500. Montl.: 'Father' 15G

Montreal, Jan. 18.

Montreal, Jan. 18.

Biz at all houses looms better
than ever comparatively despite
cold weather and transportation
difficulties.

"Johnny Belinda" shapes as
town's topper with great session
at the Princess.

at the Princess.

Estimates for This Week

Loew's (C.T.) (2,835; 40 - 65) —

"When Baby Smiles" (20th) (3d

wk). Down to \$12,000 after smash
second at \$18,000.

Capitel (C.T.) (2.412; 34-60) — "Rope" (WB) (2d wk). Off to \$11,-000 following sockeroo \$18,000 in second.

000 following sockeroo \$18,000 in second.
Palace (C.T.) (2,05; 34 - 60).
Palace (Par) (2d wk; \$11,500.
Princess (C.T.) (2,131; 34-60).
Princess (T.T.) (2,131; 34-60).
Princess (T.T.) (2,131; 34-60).
Princess (T.T.) (2,131; 34-60).
Princess (T.T.) (3,05; 26-45).
Paperial (C.T.) (1,05; 26-46).
Paperial (C.T.) (1,05; 26-46).
Paperial (C.T.) (1,06; 34-60).
Paperial (C.T.) (

### 'Witch' Whams St. Loo, \$25,000

St. Louis, Jan. 18. St. Louis, Jan. 18.
Despite unpredicted snowstorm last Sunday (16) which was followed by more snow and rain, siect the following two days, biz at wide to the following two days, biz at wilder to the following two bigs of the bigs of the bigs of the bigs of the following two bigs of the bigs of

of noicovers slowing pace.

Estimates for This Week
Ambassador (F&M) (3,000; 5075)—"Snake Pit" (20th). Gract
\$23,000. Last week, "Gotta Stay
Happy" (U) and "Strange Mrs.
Crane" (EL), \$17,500.

# Holdovers Dim B'way But 'Accused,' Mills Bros.-McKinley Orch Solid 80G: **Boy' Nice \$26,000; 'Witch' Big 381/6, 2d**

"With only three new bills opening during the last seven days,
ing during the last seven days,
broadway firstrum theatres curing during the last seven days,
ing during the last seven
does of extended-tums. This predominately holds and seven seven seven seven seven seven
set most houses, with only a few
spots doing good trade.

Paring the newcomest is "the
Paramount. Wound up the first
Paramount. Wound up the first
Paramount. Wound up the first
louds near this gail. List 'is good
with \$25,000 to isunch the return
of firstrun policy at the Palace,
this being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the being rated a bit disappointind firstrun policy at the Palace,
the policy at the Palace,
the p

Music Hall launches "Letter to Three Wives" also on Thursday (20) after six great weeks of "Words and Music."

"Words and Music."

Strand is continuing "Don

Juan" with Tommy Dorsey band
topping stageshow into fifth week.

It looks to wind up the fourth session tomorrow at okay \$50,000 or
slightly less. Now planned to hold

for a sixth round.

Crane" (EL), 317,500.
Fex. (F&M) (5,000; 50-75)—Red witch" (Rep.) and "Parole, and "Inchest and Musatching," Don Man from Colorado" (Col) and "Homeide for Three" (Rep. 1) (1,000; 50-75)—Three Goddhers" (M-G) and "Sacon Charm" (U), Modest State of the Colorado" (Col) and "Sacon Charm" (U), Modest State of the Colorado" (Col) and "Sacon Charm" (U), Modest State of the Colorado" (Col) and "Sacon Charm" (U), Modest State of the Colorado" (Col) and "Sacon Charm" (U), Modest State of the Colorado" (Col) and "Sacon Charm" (U), Modest State of the Colorado" (Col) and "Sacon Charm" (V), Modest State of the Colorado" (V), Modest State of the Color

third week for "Nogues Regiment" was 252.00, 15.00; -0.45, 50.

Globe Brandwidter" 20th 12d.

Globe Brandwidter" 20th 12d.

Web, Initial holdover stamz ending
next Friday (21) is dim \$14,000
after slight \$18,000 opener, \$10,000
after slight \$18,000
after slight \$10,000
afte

In thouse start was the second of the second

tinues.

Radio City Music Hall (Rocke-fellers) (5,945: 80-\$2.40)—"Words and Music" (M-G) with stageshow (6th-final wk). Current round is down to \$105,000 after very good \$114,000 for fifth. "Letter to Three Wives" (20th) and new stageshow opens tomorrow (Thurs.).

Three Wives" (20th) and new stageshow opens tomorrow (Turs.).

The stage of the s

State (Loew's) (3,450; 80-\$1.50)

"Command Decision" (M-G).
Opens today (Wed). In alead,
fourth week (4 days) of "Force of
Evil" (M-G) was way down at \$10,500 after mild \$22,500 for third

frame.

Strand (WB) (2,756; 76-\$1.50)—
"Don Juan" (WB) with Tomay
Dorsey oral heading stageshow
after good \$55,000 for third week.
Stays on with sixth week probable.
Victoria (City Inv) (1.060; 9524.00—"Joan of Are" (R&O) (100)
(Wed) is stipping a bit with rest
of the Street to about \$25,000 of the dandy \$30,000 for ninth week.
Continues.

# Witch' Great \$14,000, 'Pit' Colossal 21G, Pitt; Pompeii'-She' Huge 12G

Pittsburgh, Jan. 18.
are within just a couple of doors, are within just a couple of doors, ris and "Wake of Red Witch" at Fulton. Both are smashero and will stick around. Also sook is and "Wake of Pend Witch" at Warner, and also looks like a ho. "The Accused" at Penn seems to "The Accused" at Penn seems to will still be a hour will be

The Accuse!" (Far. Have to Struggle to get moiget \$3,500. Picture's notices any other time might have resulted in much more. Last week, "Words and Music" (Words and Music" "Words and Music" (Words and Music" "Words and Music" (M-G) (m.o.). Stout \$3,000 Last week, "The (M-G) (M-G) (d. wk), nearly \$4,500 in 9 days."

er, and also looks like a h.o.

"The Accused" at Penn seems to look of the control of the contro

### The Lucky Stiff (ONE SONG)

United Artists release of Jeach Book Control of the Control of the Control of Hollywood, Jan. 15. United Artists release of Jack Benty, Amusement Enterprises production, United Artists release of Jack Benty, Amusement Enterprises production, United Benty Charles Derothy Lamour, Brian Donley, Clairs Drottly Lamour, Brian Donley, Clairs Trevor; features trees Hervey, Marjorie Trevor; features trees Hervey, Marjorie Trevor; features trees the Hervey, Marjorie Trevor, Foster, From provide by Crais Revorters, Foster, From provide by Crais Revorters, Foster, From provide by Crais Revorters, Foster, From Production, Howard Smith, Previewed, Hollywood, Jan. 14, 49, Running time, 79

sactory returns. Familiar names of Dorothy Lamour, Britan Donley; and Claire Trevor will help at the property of the property

trouble. She also awar trouble. She also awar penses. "Victory Young-Ned Washing-citon tune that is reprised several before the penses and the pense several before the penses and the penses and the penses are to the penses and the penses are the penses and the penses are the

### Aline Nick Roal

Hollywood, Jan. 18,
Paramount release of Endre Bohem prorelease of Endre
release of Endre
release

woose Angon's enterous supervision, zoninje line, 2 MMS,
minje line,

"Alias Nick Beal" is "Faust" in modern dress, it gives a 20th century approach to the age-old story of the weak who sign the devil's pact. Them has strong church exploitation angles, which will prove the best selling measure outside of Ray Milland's name on the marquee.

side of Ray Milland's name on the marquee.

Marquee in the same of the marquee in the same of the terestingly in the script by Jona-than Ladimer and John Farrow gives it strong direction to hold and the same of the same of the same callege of the interpretation by all concerned, there's an unreal quality about it that makes popular strong exploitation, doubtful. However, it doesn't preach with pointed dialog or situations, letting the an all, one of testif, and that is, an all, one of testif, and that is,

n aid. Effect of fire and brimstone is it throughout, without resorting obvious mechanical trickery. Ex-

treme lowkey lighting and photography, a moody music score and odd settings get over the idea that Beelzebuth is always present plying his old Nick trade of trafficking in men's souls.

others to their part in pointing up the eternal fight.

Lionel Lindon's photography dresses the Endre Bohem production with the proper cerie quality needed to emphasis the mood sought. Franz Waxman did the good score, while art direction and set decorations aptly fit in Brog.

### Flaxy Martin

Finxy Martin

Rollywood, Jan. 131.

100. Start Virtual Mayo, Zachary Sect.

100. Start Virtual Mayo, Sect.

100. Start Sect. soog, Jan. 11, '49. RunINS.
Virginia Mayo
Zachary Scott
Dorothy Malone
Tom Dandrea
Hillen Westcoth
Hillen Cook, Jr.
Douglas Fowley
Monte Blue
Jack Overman

Roper 1st Detective 2nd Detective

### Don't Take It to Heart

Don't Take it to Heart."

J. Arthur Rank production
tradeshown in New York Monday (17), was reviewed by
Vanterr in London Nov. 15,
1944, Jolo, the reviewer, found
pic to be 'a nice clean story,
satisfiedly unfolded and open
story of the production of the control of the control
to the 'a nice clean story,
satisfied with the control of the control
to the control of the control of the control
to the control of the control of the control
to the control of the control of the control of the control
to the control of the control of

America." Acting by Richard Greene, Patricia Medina and a score of character actors, plus direc-tion by Jeffrey Dell, help to make picture a hit, review stated.

### Miniature Reviews

"The Lucky Stiff" (Song) (UA-Benny). Flip whodunit based on Craig Rice attorney-detective character. Dorothy Lamour, Brian Donlevy, Claire

Lamour, Brian Domes,
Trevor for marquee.
"Allas Nick Beal" (Par).
Welldone story of man's eternal fight against Satan's
blandishments. Ray Milland,
Audrey Totter, Thomas Audrey Mitchell.

Audrey Totter, Thom as Mitchell.

"Hazy Mariat" (VB). Standard Standard Chriller with a standard christ of the standard christ of

### Trouble Preferred

Trouble Preferred

Sto. For children of the Story of the

Virgina - Marca Mae Jones - Ma

Jones, June Storey
foyle,
Direction by James Tinling has
assured a fast pace to footage,
Benjamin Kline's lensing is good.

Brog.

### Tarzan's Magie

Formain

Fountain

Hollywood, Jan, 15,

1810 release of Sol Leaser production.

Shor release of Sol Leaser production.

Albert Dekker, Evelyn Ankern, Charles

Frake, Alan Napler, Ted Berch, Henry

Screenplay, Curt Siedmak, Harry Chande

see based on denreferer cered by Ed
eel based on denreferer seered by Ed
eel based on denreferer seered by Ed
editor, Merrill White, Tradeshown, Hol
editor, Merrill White, Denrefered by Ed
editor, Merril

editor Merrill White description of the process of

Syndak. Beny Kulis.

Yesser. The 10th screen Taram melasis.

In appearance in Taram's Magic Research of the proper service of the proper service. The proper service of the prop

keep Tarzan in hot water and supply most of the motivation. In the plant of the motivation in the plant of the motivation in the plant of the motivation in the substitution of the motivation in the substitution of the motivation in the substitution of the substituti

"The Far Frontier" fills the bill as a Roy Rogers oatuner. Tunes and plot are standard, the action rugged and the cast able in shap-ing it for the sagebrush market.

and piot are standard, the action rugged and the cast able in shaping it for the sagebrush market by the control of the cast able in shaping it for the sagebrush market by the control of the control of

### Alaska Patrol

Alaska Fairei

Hillywood, Jan. 15.

Pilm Classier release of James Burkett
Travit, Helen Wester, James Hurkett
Travit, Helen Wester, James Hurkett
Travit, Helen Wester, Harris, Holen

Harris, Helen Wester, Harris, Bichard Travis

Helen Westech

Jim Griffith

T. Emory Parnell

el. Dick Fracer

E. Beller Jackson

Gene Ross

William Tannen

Otto Reichow

k. Paul Bygar

Jason Robards

Jason Robards Steele. Captain Wright... Ehrlich... Dajek Dajek Mr. Sigmund. Balser Cmdr. Braddock Anorus Dr. Loring

"Alaska Patrol" can be recom-mended to bolster most any bill. Whlle falling in the supporting

### Waterloo Road

Waterloo Road
"Waterloo Road," J. Arthur
Rank production, stars John
Mills and Stewart Granger in
a story played against the
ground of a London slum.
Pic, which is being tradeshown in New York tomorrow
shown in New York tomorrow
stery from London et al. 7,
1945. VARETY'S rev'le w'er
thought that "skillful direction
and admirable casting gave
and admirable casting gave
alties for the U. S."

### Third Time Lucky

London, Jan. 10. London, Jan. 10.

Arthur Bank-Alliance Andelsin Christophia. Delegate Mandelsin Christophia. D

Doc. Peggy Old Lady Inspector Young Waiter. Bertram Bennett

"Third Time Lucky" sets out to prove that gambling doesn't pay, it is a conventional theme and the production, which lacks big star names, is not likely to make the U. S. grade.

names, is not likely to make the U.S. grade. "I a story of a professional Ha a story of a sto

Glynis Johns shows up extremely well as the girl, but Dermot Walsh lacks vigor in the part of the inveterate gambler.

Myro.

### Les Parents Terribles (The Terrible Parents) (FRENCH) Paris, Jan. 8.

Sirius release of Ariane Film production. Written, adapted and directed by white the state of th

## Vienna Sets Precedent. Putting City Coin Into Film Production

Refusal of bank credits to film indies had resulted in a considerable drop of production here, and outlook for the future was and outlook for the struce was and outlook for the city of a tripartite commission of the city of them has injected new blood into biz. Conservations of the city of them has injected new blood into biz. Conservations of the control of the city of the control of the city of the control of the city of the c dark. But recent action by a tripartite commission of the city of

### **ALAN CURTIS MAY MAKE** DP FILM IN TEL-AVIV

Alm Curtis, in TEL-AVIV

Alm Curtis, in Tunby, Jan. 11.

Alm Curtis, in Tunby to make the "Pirates of Capt" picture, has in the control of th

Year's Eye.

The Kaete-Dan hotel, where Curts stayed, was bombed New Year's Eye, but little damage was done. Later the hotel guests: watched street fighting and other bombings from the hotel porch. Documers and the hotel porch. The hotel porch of the hotel porch for U.S. release. Story concerns displaced persons flight from Germany and Italy to Tel-Aviv. Curt Plans going to Germany next for his film.

### Wiesbaden Looms As New W. German Pix Center

Wiesbaden, Jan. 1.

Wiesbaden Jan. 1

Wiesbaden wie weiter German, der German German, der German industry for Western German, der Germ

Opening will give the city houses.

In Frankfurt, work on the Palbear in Grosse Fredbergergase, is earlied from the palcity of the property of the pale of the city of the

### Fast Camera Action On S. Africa Diamond Pic

S. Africa Diamond Pic.
Completing a 23-day shooting shedule in 12 days, David MacDonald, senior director of the Rank Organization is now on his way back to England from South way back to England from South picture "Diamond City." Only local cameramen and technicians were used, speeding the work. "Diamond City" is based on the story "Diggers Republic" by Roger Bray, centering on the life of Staffer of the diamond diggings founded a republic which lasted nine days.

### French TV Sets To

# 'Conquer' Europe

Conquer Lurope

Parts, Jan. 11.

In an exclusive diverse with the Marker Andre Ory, heed of French video, revealed that France had perfected the 310-line video screen and a new tube called the savent was a sensitive to the control of the control

### Phillips to Use Top Acts For New London Nitery

For New London Mitery
London, Jan. 11.
Gatti's Restaurant, in the Strand,
has been acquired by Sid Phillips,
radio bandleader. Promoter has
been granted a special license by
the Ministry of Works to removate.
been granted as special license by
the Ministry of Works to removate.
Under the Strand Company of the Strand
London Strand Company of the Strand
London Strand Company of the Strand
London Strand
Lond

allowed to Golden revue.

Associated with him in this venture is John Carpanini, general manager of the Cocoanut Grove, night spot operated by Diana Ward, former American chirper.

### French Stall H'wood Coin

French Stall H'wood Coin
The French finance ministry,
through its exchange control fine
coin remittances in spite of provisions in the latest film pact
Ministry is pleading poverty and
lack of available dollars.

The process of the control of the former
frozen bank balance and current
earnings. Gerald Mayer, foreign
earnings. Gerald Mayer, foreign
earnings. Gerald Mayer, foreign
frozen bank balance and current
earnings. Gerald Mayer, foreign
earnings. Gerald Mayer, foreign
earnings. Gerald Mayer, foreign
frozen bank foreign from
emittances are proceeding mor
emittances are proceeding mor
emittances are proceeding mor remittances are proceeding more

### S. Africa Import Control Will Hobble U.S. Films

Will Hobble U.S. Films
Gape Town, Jan. 11.
New import control regulations, recently introduced by the South African government, and atmed at easing the follor shortage, with commodities are restricted to a quota of 50% of their 1947 figures, and this will also apply to films.
mon, of the U.S. Motlon Picture mon, of the U.S. Motlon Picture Month of the Motlon Picture of the Motlon Picture mon, of the U.S. Motlon

# India's '49 Pix

Untlook Grim

Though considerable difficulties confronted the Indian film producers, the year 1948 was not as dark as it was expected to turn out in it was expected to turn out in the course, as production large, yet the drop was not substantial. Altogether, 180 pictures were produced during the year. A majority of the course, as production large the course, as production large of India.

Looking ahead for 1949, a chill passes through the spine. Paralle of the course of the

### 82 Mex Pix in '48

Mexico City, Jan. 11. Mexico City, Jan. 11.
Final count of pix produced in
Mexico in 1948 was 82, for the
biggest pic production year in
Mexico. However, trade isn't overloyed because 50 of the 1948 vintage haven't been released. Studio
producing—score last, year was
Churubusco, 33, Arteca, 30, Clasa,
13, and Tepeyac, six.

Producers are alming at the 200-mark for 1949.

Oscar Karlweis will appear in Renaissance theatre, Vienna, in Benatzky's "King and Umbrella."

### **Current London Shows** (Figures shows weeks of run)

London, Jan. 18.

(Figures shous weeks of run)

Annale Get Gua," Co'l'sm (85).

Annale Get Gua," Co'l'sm (85).

Bisses the Bride, 'Adelphi 91).

Bisses the Bride, 'Adelphi 91).

Browning," Phoenix (19).

"Browning," Phoenix (19).

"Browning," Phoenix (19).

"Care Feasor," Cambridge (41).

"Hap Head (41).

"Hap Head (41).

"Miss Mabel," Duchess (8).

"Off Recent," Piccadily (81).

"Care Feasor," Piccadily (81).

"Hap Heaton Shees," Hipp (63).

"High Button Shees,

### French Pull Shades on 'Iron Curtain': 'Rogues Regiment' Also Is Banished

Attempt by French pix producers to crash the English-speaking incoma market was given further control of the pix producers of the pix p

Paris, Jan. 11.
Several government radio executives have been suspended as result of recent disclosures of a claimed misuse of state funds. Among those Bobert Lange, head of the North American branch of Radiodiffusion Francaise, as well as producers Ben Smith and Pierre for Radio Monte Carlo, which the fing to annex by negotiations with Monte Carlo topper George Michelson.

mogues negiment Also is Banished
Britain Reissue Biz Big
Last Year, Sez Distrib
lat year was a banner one for
of the U. S. Motion Picture
is coming here to confer
he government on this probelse of the U. S. Motion Picture
is coming here to confer
he government on this probmogues of the U. S. Motion Picture
is coming here to confer
he government on this probmogues of the U. S. Motion Picture
is coming here to confer
he government on this probmogues of the U. S. Motion Picture
is coming here to confer
he government on this probmogues of the U. S. Motion Picture
is coming here to confer
he government on this probmogues of the U. S. Motion Picture
is coming here to confer
he government on this probmogues of the U. S. Motion Picture
is coming here to confer
he government on this probmogue considerable
for the U. S. Motion Picture
is coming here to confer
he government on this probmogue considerable
for the U. S. Motion Picture
is coming here to confer
he government on this probmogue conference of the thirty of the conference
here government on this probmogue conference of the thirty of the conference
here of the U. S. Motion Picture
here is a form the market for
mogue conference of the thirty of the conference
here of the U. S. Motion Picture
have the form Curtain in France. The
heat It would only antagenize Communist elements in France and
conference of the thirty of the conference
have not substantial. Alto
mogue conference
have the form the market for
mogue conference of the thirty of the conference
conference of the thirty of the conference
have the form the form Curtain in France and
must ledenents in France and
conference of the conference of the
mogue of the U. S. Motion Picture
have the form Curtain in France and
must ledenents in France and
conference of the conference of the
mogue of the Curtain in France and
must ledenents in France and
conference of t

prench version of "Portrait of an Assasin". Welles will direct the will star Mara Mone Assasin". Welles will direct the will star Mara Mone Prench filmmakers have been seriously worried over lack of collars, and small return on their products because of the language products because of the langua

### Republic Readving Argentine-Made Film

Argentine-Made film while the value of the starter to be made as an Argentine locationer, a homeoffice spokesman doubted last week that this uncoming pic is any indication of a American film-making. Any ventures there, he said, depend.-entirely "upon local conditions." Argentine project calls for John based on the Ree Beach yarm. "Don Careless." Although tother Hollywood lots, notably 20th-Fox, have been active in overseas production, but the said of the said of the said the said of the said of the said of the said the said of t

### Newbery's Rep. Post

Charles B. Newbery last week was named veepee and supervisor of the United Kingdom and Continental Europe for Republic Pictures International Corp. It's a nefly created post for Newbery, who previously was supervisor of Australia. New Zealand, Africa, the Middle East and Far East ser-

# THANKS, MISTER SHOWMAN!



You will see below that M-G-M is far ahead in the trade press annual survey of motion picture leadership. We are proud, but wish to share this acclaim with our customers whose cooperation made it possible.

## SHOWMENS TRADEREVIEW "LEADERS?"

(Issue of Dec. 25)

M-G-M tops all others in "Money Hits", in Boxoffice Stars, in New Faces and in Shorts.

# BOXOFFICE

(Issue of Nov. 20)

M-G-M has more than twice as many All-Time Blue Ribbon Awards as any other company, more place-winning stars, more awards in 10 Best Short Seriet Group.



(Issue of Jan. 5, 1949)

M-G-M leads all companies with 3 out of 7 "Golden Circle" Top Grossers of 1948, and out of 93 leading pictures of the year M-G-M is first with 20. M-G-M's George Sidney wins the year's Top Director honors and Joe Pasternak wins Top Producer honors. Out of the 64 all-time "Golden Circle" Top Grossers M-G-M leads the industry with 25, nearest competing company 11.



(Issue of Dec. 20)

"M-G-M leads 1948 Honor Roll with nine pictures!"

M-G-M tops all companies in poll of nation's crifics with "A Date With Judy"
"The Bride Goes Wild" - "Cass Timberlane" - "Easter Parade" - "Green Dolphin Street" - "Homecoming"
"Julia Misbehaves - "The Search"
"The Three Musketeers".



(Issue of Dec. 24)

"M-G-M has two out of the First Three in topgrossing pictures of 1947-'48 season, 'Cass Timberlane' and 'Green Dolphin Street'."



48: M-G-M TO 49: AGAINT

The New Year has just started and already M-G-M has Two Sensational Hits! MMAND DECISION"

New all-time record-breaker in San Diego. Sets new records in Los Angeles. Same in Phoenix. D MUSIC"

Sweeping the nation with its joyous songs and fun!



# PREDICTION: THE CHALLENGERS OF 1949!

"EDWARD, MY SON" Spencer Tracy . Debarah Kerr

"THE BARKLEYS OF BROADWAY"

(TECHNICOLOR)
Fred Atlaire • Ginger Roger

"THE SECRET GARDEN"

Special Sequences in TECHNICOLOR)

Margaret O'Brien - Herbert Marchall

Dean Stockwell

"THE GREAT SINNER" Gregory Peck • Ava Gardner Malvyn Douglas

NEPTUNE'S DAUGHTER" (TECHNICOLOR)
Esther Williams • Red Skellon

"COMMAND DECISION"

Clark Gable • Walter Pidgeon Van Johnson • Brian Donlevy

"LITTLE WOMEN"

(TECHNICOLOR)

June Allyson • Peter Lawford

progres O'Brien • Elizabeth Taylor

THE STRATTON STORY" James Stewart . June Allyson

"THE FORSYTE SAGA" Greer Garson • Errol Flynn • Walter Pidgeon Robert Young • Janet Leigh

"IN THE GOOD OLD SUMMERTIME"

(TECHNICOLOR)
Judy Garland • Van Johnson

"TAKE ME OUT TO THE BALL GAME"

(TECHNICOLOR)
Frank Sinatra - Esther Williams - Gone Kelly

"ACT OF VIOLENCE" Von Heflin . Robert Ryan

"THE BRIBE"

Taylor • Ava Gardner

"MADAME BOVARY"

Jennifer Jones • James Mason Van Heftin • Louis Jourdan "THE CONSPIRATOR"

Robert Taylor . Elizabeth Taylo ANY NUMBER CAN PLAY"

### **Big Amortizing Boost on Costly** Films Holds M-G Net to \$5,309,659

A big boost in the amortization of costly product held down Medican for men by molis for the product held down Medican for the product of the product of the product of film ran up to an all-time peak grosse of 38.856.8649. The cost of film ran up to an all-time peak product pro

ed M-vs net in spite of the de-mendous grossed state, and in the spite of the p \$11,628,427 in '47, when the company grossed \$183,948,900, In '48, it earned \$1.03 per share on 5,142,615 shares outstanding com-pared to \$2,26 in the preceding semester.

5,142,615 shares outstanding compared to \$2.25 in the proceeding semester.

Grant of the proof of the control o

### M-G's Lowest in 15 Yrs.

M.G's Lowest in 15 Yrs.
Net profit of \$3,00,650
registered by Metro in fiscal
1948, ended Aug, 31, was the
lowest garnered by the con1948, ended Aug, 31, was the
lowest garnered by the con1958, company tools in \$4,034289 but after that year never
fell below \$7,000,000 in net
1958, company tools in \$4,034289 but after that year never
fell below \$7,000,000 in the
lower in the lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in the
lower in t

inventory of \$81,995,730 at the close of '47. Metro's action parallels that of Warner Bros., latter company revealing last week that it had chiselled its inventory by \$5,558,062 to bring it to a low of \$29,577,407.

it had chiselled its inventory by \$5.535/02. bring it to a low of \$5.535/02. bring it to a low of Mctro's net slid a bit further during the first quarter of fiscal 1948-49, ended Nov. 25, an accompanying report discloses. Its take for the control of the control

### 'Paisan' Fee

Continues from pare 4 by Mario Conf., Rome merchan, acquisition of theartes for the pursues of t Continued from page 4 =

### Briton's 10% Angle

American film exces got a chuckle out of suggestion made by a British exhib last week for solving the Angio-U.S. picture situation. Exchanges in the Angio-U.S. picture situation. Exchanges impose a 10% quota for British films in America to great years with features 70% to 75% of playing time on English screens.

75% of playing thine on Eng-lish screens;
American pix now get a maximum of 55% playing time, in the playing time, such percentage in the U.S. Distrib toppers queried in New York thought, that Endele York thought, that Endele you be must be kidding. He cyldently wasn't, however, from his remark that; "A solit-would be practical politics and could be a useful basis for dis-cussion."

### "Hamlet'-'Shoes' Continued from page 5;

decide whether to slate them for general release. Additionally, "Mr. Perrin and Mr. Traill" opened this week at the Little Carnegie. "Take My Life" goes into the Trans-Lux theatre on Madison avenue. "A Place of One's Own" is slated for

the Art theatre, Feb. 8.
Sir Alexander Korda's "Mine
Own Executioner," distributed by
20th-Fox, has opened at the Sutton. "Hamlet" continues at capacity at the Park Avenue while
"Shoes" is still SRO at the Bijou.

"Shoes" is still SRO at the Bijou. Fact that good British pix can draw is pointed up by the performance of "Don't Take It to Heart" the house pix the every large to the theory was the second and \$8.4 to \$10.00 to \$10

400 the third.
Film had gathered dust on Rank's shelves here for the past two years before handed lis test engagement. In the state of the state of

### **British Dollars**

Continued from page 5 -

practically guaranteed loan, When it made the dollar advances to the producers, they arranged with the Bank of England for the latter to provide them with dollars to repay the loans if earnings of the films were insufficient.

were insufficient.

Possibility is seen of Rank extending his ioan by putting up further pix, but not of Korda doing so. Latter, following his poor experience with 20th-Fox distribution of his two pix, has stated hell follow a policy of selling his product orright to American distribe for their frozen pounds in England.

### 700 Theatres

cree does not prohibit the owner-ship of showcases by a producer-distributor to test and market prod-uct. It leaves the question open by requiring court approval of the acquisition of theatres for the pur-

### **Metro Savings**

Continued from page 3

Constituent from pare 3

250,000 annual stipsend provided for in his contract. In addition, services 6,77% of company's for contract, services 6,77% of company's contract was again tops for the company, was again tops for the company.

The total nut paid to 256 employees in 1948 who carned over \$20,000 amounted to \$19,892,811. Some 19 officers and directors and the contract of th

Other Firms, Too

Metro's action in the with that of other companies which have been cutting the high-income breaket as a prime step in reducing cost of films. In Metro's case if cost of films. In Metro's case if cost of films. In Metro's case if cost of films, in Metro's case if cost of films, in Metro's case if cost of films, in Metro's case if cost of the metro of the

is held by Judy Garland with \$300,24, syments by lowed retirement of
all personnel in the \$250,006-and,
over class come to \$1,688,239 durling the year. Mayor's share was,
\$55,534, while Miss Garland's totaled \$10,140. Payments for ofsecond to the state of the state of the state
\$425,614. User of the state of the state
Metro during the year. Those included \$22,919 to Alvord & Alvord,
Metro during the year. Those included \$22,919 to Alvord & Alvord,
W. Cohen. Los Angeles; \$44,415
to Loeb & Loeb. Los Angeles; \$14,415
to Loeb & Loeb. Los Angeles; \$14,80
to Nutter, McClenens & \$11,80
to Ralchle, Tucker & Moore, Buf140.

to Raichle, Tucker & Moore, Buf-falo.

Other outlays included \$34,410 to the Central Casting Corp., \$32,029 paid to Bankers Trust Co. as trans-fer agent; \$35,000 to the First Na-tional Bank of Boston for financing services; and \$48,605 to Miller, Donaldson & Co., accountants.

### Crime, Sexers

Continued from page 3
morally uplifting? I reinember a
gal named Mae West who was
doing all right, too, until the censors started braying. I think even
Antors' reported quite recently
had the customers fighting to get
had the customers fighting to get
had the customers fighting to get
a foreign fina as "Open City" estoreign fina end
portal to the customers fighting
to the big city critics. It was merely
was filled with (sh-h) SEX. As for costume pictures, any dolt
As for costume pictures, any dolt Continued from page 3 =

was filled with (sh-h) SEX.

As for costime pictures, any dolt will recall that the two box office fixinghous of all time are "The Birth of a Nation" and "Gone With Gespised costume picture with the despised costume picture of the picture of the

or "Henry V."

I am not holding any brief for more crime, sex or costume pictures for the screen. It just seems to me that these exhibitors, and the properties of the seems o

The only type of film that is apt to remain "poison" at the boxoffice is the pure, unmitigated stinker, and they are still making plenty of those!

Owen Couey.

### **Inside Stuff—Pictures**

With Jan Sibelius passing his 83d birthday recently there's added interest in some films about the Finnish composer and his music which Carleton Smith, director of the National Arts Foundation, brought to the U.S. recently after a visit to Finland.

brought to the U.S. recently area was to a riman. Plims, made by Finlandia Kuva, form a short blography of Sibelius and are historical violation. They're a combination of newsrever they for the they are the combination of newsrever they for this bloom, his family, even shots of Shelius playing the plane, Life mag has been studying the films for a series of stills, while they're being studied for possible art-house release.

Lucrative field of, tieups between manufacturers' merchandise and films, radio, television and legit has drawn the scrutiny of Rights Corp. of America, a newly-formed organization, which will specialize in that type promotion. Currently the outfit has worked out a flock of telens with Paramount's forthcoming "The Peleface".

As an indication of the hoopia and fanfare now handed tieins by the industry, is a recent screening of "Paleface" tossed at the Hotel Astor, N. Y., by Rights Corp. for a score of manufacturers whose tied-in products varied from shirts it opantalones.

RKO has staged a heavy draft on moppets for forthcoming pix in probably the biggest use of child talent on the Coast in many years. Five of the studio's films litting the theatres in the next couple of months pivot around kid performances. "Boy With Green Hair' stars Dear Stockwell, aged 12. Both Wait Dianey's "So Dear To My Heart' and the late Fred Ullman's "The Wildow" are headed by Bobby Dristol, 11. Latter also features Lunan Pattun, 10. Samuel Goddwyn's "Enchantment" features the newcomer Gig! Ferrau, T, while "Green Promise" includes both Fee Donaldson, 12. and Natalie Wood, 11.

Sir Laurence Qiivier's "Hamlet," in the middle of a battle between a reporter and the regular film critic on the Evening Hem, New Orleans daily, wound up with the paper panning it on its opening day recently and a rave notice in the same sheet the following day. Incident stemmed from the chief editor's bypassing of Dave Batdwin, Hem's pic critic, in favor of a review by reporter Flannery Lewis, who has a rep as a Shakespearen "expert." Lewis panned 'Hamlet,' but the next day after the other local critics plumbed unanimously for the film, the paper printed a boost penned by Baddwin.

Film industry, which has to keep an eye on adverse legislation proposed in state legislatures, will be as busy as the proverbial one-armed perhanger in 1949. Regular feligisture sessions are scheduled for ginla. The legislatures of all but one or two of these 44 states are already in session. General industry fear is that, with the increasing cost of operation, several of the states will seek admissions taxes for the first time, or will try to increase the ones they have.

New York circuit operator Harry Brandt has reportedly been for-given by 20th-Fox his last two payments on the \$237,000 arbitration verdict the company won from him several years ago. Payments which Brandt has been relieved of, it is said, would have amounted to \$35,000

each.

Verdict against the circuit op grew out of claims that he had not properly reported rentals due under percentage contracts in the houses he controls. Similar claim by Paramount is now pending.

Cantury circuit recently opened a new phone service for its Brookly, customers. By calling one designated number fitnepeers are supplied with starting times, names of pictures, etc., at any of the chain's houses, Idea is similar to that of Movietime, a centralized phone service used by various other metropolitan N. Y. finn theatres.—However, Century was never a subscriber to the info outfit.

Merian C. Cooper called off his plans to produce "The Last Days of Pompel," the old Bulwer-Lytton novel, which he filmed for RKO in 1935. Early last summer Cooper registered the public-domain yam with the Johnston office, hoping to 'refini it for Argosy. Now RKO is relissing the picture he made 19 years ago.

RKO's "The Setup" will be released without a music score, except for incidental tunes heard in juke joints and dancerles where they naturally belong. The rest of the story will be tuneless, an innovation designed to make it realistic. The tale deals with prizefighters.

### **Curb Releases in Seller's Mart**

available to more theatrcs. Some of them have taken advantage of it to switch policy from subsequent

available to more theatres. Some of them have taken advantage of the switch policy from subsequent to first run. The Delver's Seats that the season of the subsequent to first run. The more houses endeavoring to get fresh product, the more the distribs are in the driver's seat on setting terms, And sales organil, and the subsequent of the subsequent of

Shift to a seller's market is nowhere more marked than on Broadway. Whereas long runs and a line death of the control of the c

# TOMORROW RADIO CITY MUSIC HALL WILL OPEN "A LETTER TO THREE WIVES"\*

\* It's from

20

century-fox with

big news for every boxoffice

Tweffell RADIO

Jeanne Crain Linda Darnell Ann Sothern

A Letter to Three Wives"

KIRK DOUGLAS . PAUL DOUGLAS BARBARA LAWRENCE : JEFFREY LYNN
JOSEPH The Company of Control of Contro

There's No Business Like 2 Century-Fox Business!!!

Chicken Every Sunday







DOWN TO THE SEA IN SHIPS

## Reissues to Get Boost This Year As Result of Recent B.O. Successes

Reissues of top-grossing films of years past, which have had cyclicated by the property of the

United Artists' indie producers pian to turn out their own reissues in 1949, with Hunt Stromberg scheduling "Lady of Burlesque" and Lester Cowan grooving "Story of GI Joe," Universal will have an indeterminate number of oldies reieased through Realart, indie distributor.

### H'wood Myth

### Par Inks Jean Arthur

Hollywood, Jan. 18. t signed Jean Arthur ear contract calling for

one film per year.

Actress made her last screen appearance about a year ago in "A Foreign Affair" on the same lot.

### Cohn Pact

Continued from page 3

ped aithough it obtained majority approval.

Death of the control of the new deal.

On the media would be paid to come with the amount of \$1,000 weekly for 300 weeks from the date of his death weeks from the date of his death event of the lilness or physical incapacity of Col's pree which leads to termination of employment; \$0.000 monthly during his disability. Any such sums would be in reduction of the full death benefit, with a \$300,000 ceiling fixed.

30,000 monthly during his disability. Any such sums would be in reduction of the full death benefit, with a \$300,000 ceiling fixed.

Any such sums would be included the control of the full death benefit, with a \$300,000 ceiling fixed.

The control of the full death benefit, with a \$300,000 ceiling fixed.

The control of the full death benefit, with a \$300,000 ceiling fixed.

The control of the full death benefit with the can surrender value now application. The control of the control of

will be available to pay the death benefits. One of the Stockholden are the stockholde

### **Exhib Company** Continued from page 5 ;

continued from page 5
consumed vor video on a wholecale basis. It is believed that
shelves will be low when relissues
are required to fatten the supply
for ewp pix.

Exhib promoters are convinced
tital push, can be both self-sustaining and a source of profit to its
lital push, can be both self-sustaining and a source of profit to its
lital push, can be both self-sustaining and a source of profit to its
lital push, can be both self-sustaining and a source of profit to its
lital push, can be both self-sustaining and a source of profit to fix
lital push, can be both
self-sus in the profit of the sussus has been whetted by receit
be. performances of the oldes.
Several of these films have turned
seasons. It is believed that the
seasons. It is believed that the
seasons. It is believed that
the proper times.

And the continue to be a seasons. It is believed that the religious will continue to be a short of the continue to the continue to

### SMPE on TV

be practical." "The general attitude seemed to be," report continues, "that it might be possible to buy into the television industry at some future date and thereby save the high cost of research and de-

velopment."

SMPE believes that "while not equal in quality to present 35m film, evidence has been presented which indicates such quality will be approached in the future." Furpends on the Industry interest, repends on the Industry interest, report notes. "Active participation by theatre owners and related organizations is essential if opportunity to use this new medium is not to be lost."

### Govt. Regulations

Govt. Regulation
Discussing Government regulations, SMPE declares that tele
translictions to theatree over telephone wires or other similar channels require no FCC licenses. If
radio beams become 'necessary,
necessary, however, ECC approval
ls regulred.

is required.

Report discusses the two basic systems of large-screen tele—the instantaneous or direct projection system and the intermediate, film method. Rethieve type, it connedes, duction quantities. As for the duction quantities, As for the direct system (used by 20th-perion between the pottern of saitable quality it is possible to produce results accept, and the project of the project of

able to critical audiences."

SMPE fixes the cost of receiver, camera and processing unit of the film Intermediate system (employs) and the control of the c

### Big B.O.' Praises for Tinters Fail to Boost Their Production

### Leonard's Negro Pix

Arthur Leonard, onetime casting director for Warners, is mapping a series of all-Negro films which he'll produce under the trade name of Park Avenue Pictures, Initialer will be "The Life of Lionel Hamp-Directors ple will be shot with documentary technique.

### Prexies' Meet Continued from page 3 =

whether an all-industry huddle should be called later on the Coast. should be called later on the Coast. Foreign talks centered about the new regulations in South Africa. Plim Council meeting and other Plim Council meeting and other the Motion Pleture Export Assn. On economy, presence of Ar. Frank Freeman, chalman of the Assn. of Motion Picture Producers, was arranged so that the Paramount darken on production angles.

duction angles.

Par's settlement maneuvers in
the Government and-trust action
the state believed also to have been dismount director, who was actively
engaged in dickering with the
Dept. of Justice, was on hand to
answer questions. The first-day
starting late in the afternoon. Another meeting is planned for comproy (Wed.), after which the
confab is slated to end.

\*\* The recent hosanns in prins of color notwithstanding, Isolar wood has not increased its output of tinted pix in the past year dependent of the past year of the past year. It was not year of the past year. It was not year of the past year of the past year of the past year. It was year year of the past year of the past year of the past year. It was year year year year year year year.

Pater and and man only 62 at the pater and and man only 62 at the boot the finites was played up this boot the finites was played up this week when Technicolor published and man of the pater and the finite of the

more, and stocesting unfeet of the state of the comments of th

BE PREPARED TO FALL IN LOVE ROOM ON. ANUARY.

THAT'S THE DAY WARNER BROS. SHOWS THE SHOW WORLD



RONALD REAGAN · JACK CARSON · EDWARD ARNOLD WAYNE MORRIS · VIRGINIA FIELD introducing PATRICIA NEAL

DAVID BUTLER Screen Flay by Phosbs and Manny Ephnon - From the Hit Stage Flay by NORMAN KRASNA JERRY WALD



# TRADE SHOW

Warner Screening Room 79 N. Pearl St. • 12:30 P.M. ATLANTA 20th Century-Fox Screening Room 197 Walton St. H.W. • 2:30 P.M. BOSTON RKO Screening Room 122 Arilington St. • 2:30 P.M. BUFFALO Paramount Screening Room 464 Franklin St. • 2:00 P.M. CHARLOTTE 20th Century-Fox Screening Room 308 S. Church St. • 10:00 A.M. CHICAGO Warner Screening Room 1307 So. Wabash Ave. • 1:30 P.M. CINCINNATI RKO Palace Th. Screening Room Palace Th. Bidg. E. 6th • 8:00 P.M. CLEVELAND Warner Screening Room 2300 Payne Ave. • 2:00 P.M. DALLAS 20th Century-Fox Screening Ro 1803 Wood St. • 2:00 P.M.

DENVER Paramount Screening Room 2100 Stout St. + 2:00 P.M. DES MOINES 20th Century-Fox Screening 1300 High St. • 8:00 P.M. DETROIT Film Exchange Building 2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS KANSAS CITY 20th Century-Fox Screening Room 1720 Wyandotte St. • 7:30 P.M. LOS ANGELES

Warner Scre 2025 S. Ver MEMPHIS 20th Century-Fox Screening Ro 151 Vance Ave. • 10:00 A.M. MILWAUKEE Warner Theatre Screening Room 212 W. Wisconsin Ave. • 2:00 P.M. MINNEAPOLIS Warner Screening Room 1000 Currie Ave. • 2:00 P.M. NEW HAVEN

Warner Theatre Projection 70 College St. • 2:00 P.M. NEW ORLEANS 20th Century-Fox Screening Roo 200 S. Liberty St. • 8:00 P.M. NEW YORK 321 W. 44th St. . 2:30 P.M. OKLAHOMA 20th Century-Fox Screening Ro 10 Morth Lee St. • 1:30 P.M.

AHAMO PHILADELPHIA Warner Screening Room 230 No. 13th St. • 2:30 P.M.

PORTLAND Jewel Box Screening Room 1947 N.W. Kearney St. • 2:00 P.M. SALT LAKE 20th Century-Fox Screening Room 216 East 1st South • 2:00 P.M. SAN FRANCISCO

Paramount Screening Room 205 Golden Gate Ave. • 1:30 P.M. SEATTLE Jewel Box Screening Room 2318 Second Ave. • 10:30 A.M. ST. LOUIS S'renco Screening Room 3143 Olive St. • 9:30 A.M. WASHINGTON

Warner Theatre Building 13th & E Sts. M.W. • 10:30 A.M.

**Picture Grosses** 

### 'Married' Tops Field In L'ville, Big at \$16,000;

'Countess' Moderate 6G Lousville, Jan. 18.
Rialto Is outrunning the field this week by several lengths, "Every Girl Should Be Married" pulling in customers for stordy week. State with "Man From Colorado" and Strand with "Countess Monte Cristo," both are doing save space.

week. State with "Man From Colorado" and Strand with "Cultijust 50-30 (1916)," both are denijust 50-30 (1916)," both are denijust 50-30 (1916)," both are denijust 50-30 (1916)," both are deniself-state for This Week (200, 45-60 (1916), which is a second to the color of the color o

### 'Gotta Stay' Happy 12G, Seattle: 'Pit' Hot 16G

Seattle; Pirt 100 100;
Break in cold amp is helping bis here this week. Electric curtary brownout.

"Gotta Stay Happy" and "Yellow Sky" stokes be the This Week Blue Mouse her This Week Blue Mouse her This Week Blue Mouse her John Week Week Blue Mouse her John Week Week Blue Mouse Three "Reply Inc.). The Week Blue Mouse Pirce" (Col) and "Return of October" (Tol) and "Parole, Inc. [1] (3d wkl. 250.00, 177. 50-41.—"Dear Secretary" (UA) and "Inner "Pear Secretary" (UA) and "Inner Secretary" (UA) and "Inner

"Dear Secretary" (UA) and "Inner Sanctum" (FC). Okay \$8,000. "Paradine Case" (SRO) and "Kid-napped" (Mono) (2d wk), \$6,400 in

"Dear Secretary" (LA) and inner "Paradine Case" (SRO) and "Kidhapped" (Mono) (2d wk), 86.400 in Gaye, vol. (Mono) (2d wk), 86.400 in Gaye, vol. (Mono) (2d wk), 86.400 in Gaye, vol. (Mono) (Mo

\$10,000 after last week's fine \$14,000.

\$10,000 after last week's fine \$14,000. Low' 2,000 3,660—Low's \$14,000. Low 2,000 3,660—Low's \$14,000. Low \$14,000 after last week's hefty \$12,000. 00 after last week's hefty \$12,000. 00 after last week's hefty \$12,000. 00 after last week's cheek's \$12,000. 00 after last week's cheek's \$12,000. 00 after last \$12,000. 00 after last \$12,000. 00 after last week's cheek's \$12,000. 00 after last week's cheek's \$12,000. 00 after last week's \$10,000. 00 after last week's \$100. 00 after last week's fine \$10,000. 00 after last week's \$100. 00 after last

### 'Godfathers' Great 22G. Best Prov. Bet; 'Blood' Rich 15G, 'Sky' 14G, 2d

Providence, Jan. 18.
State's "3 Godfathers" is topper
this round. Majestic's "Yellow
Sky" looks nice in second, week.
"Kiss Blood" at Albee shapes

Estimates for This Week

Astemates for This week.

Albee (RKO) (2,200; 44-65)—
"Kiss Blood Off Hands" (U) and
"Sons of Adventure" (RP). Hefty
\$15,000 or better. Last week.
"Every Girl Married" (RKO) and
"Indian Agent" (RKO) (3d wk)
nifty \$12,500.

sue and vaude, good \$6,500.

Majestic (Fay) (2,200; 44-65)—
"Yellow Sky" (20th) and "Troubled
Preferred" (20th) (2d wk). Very
nice \$14,000. First week won
\$20,000.

\$20,000. Metropolitan (Snider) (3,100; 44-65)—"Girl from Manhattan" (UA) with Horace Heldt and his New Stars On Parade on stage. Falrish \$8,500. Last week, "Phantom of Opera" (U) and "All Baba" (U) (reissues), fair \$7,500.

issues), fair \$7,500.

State (Loew) (3,200; 44-65)—
"Three Godfathers" (M-G) and
"Piccadilly Incident" (M-G). Socko
\$22,000 fover. Last week, "Words
and Music" (M-G) (2d wk), nifty
\$15,000.

\$15,000.

Strand (Silverman) (2,200; 44-65)

"Dark Past" (Col) and "Jungle Jim" (Col). Started Monday (17).

Last week, "Paleface" (Par) and "Ladies of Chorus" (Col) (3d wk), big \$13,000.

### Busse Boosts 'Letter' Terrif \$23,000, Omaha

Despite bad weather here, "Red River" is headed for a smash Paramount session. "Letter from An Unknown Woman," paced by Henry Busse Band and Dinning Sisters onstage shapes terrific at Orpheum. Biz not bad generally in face of blustery weather.

### 'Pit' Powerful \$18,000, Cincy; 'Happy' Hep 13G Cincinnati, Jan. 18.

Four sturdy new bills are perking downtown biz this week. Stand-"Snake Pit," "Yellow Sky" Gotta Stay Happy." "One "Gotta Stay Happy." Sunday Afternoon" shapes okay. Estimates for This Week

Aibee (RKO) (3,100; 55-75)—
"Yellow Sky" (20th) Bright \$16,000. Last week, "Angel on Amacon" (Rep) plus Sammy Kaye orch
on stage, swingy \$25,000 at 64-94c
scale.

scale.

Capitol (RKO) (2,000; 55-75) —
"Snake Pit" (20th). Topping the
town at wham \$18,000. Last week,
"Paleface" (Par) (3d wk), rosy \$9,-

000. Grand (RKO) (1,400; 55-75)— "Words and Music" (M-G) (3d wk). Sugary \$10,000 after hotsy \$14,000 second stanza.

second stanza.
Guild (Indie) (278; \$1.20-\$2.40)—
"Hamlet" (U) (4th wk). Solld \$6,500 on heels of near-capacity \$7,000 last week.
Keith's (City Inv.) (1,542; 55-75)
"Gotta Stay Happy" (U). Torrid
\$13,000 and holds. Last week.
"Countess Monte Cristo" (U), \$3,00.

Palace (RKO) (2,600; 55-75)—
"One Sunday Afternoon" (WB).
Oke \$11,000. Last week, "Every
Girl Married" (RKO) (2d wk), big
\$9,500 in five days.

# 'Colorado' Okay \$12,500, Port.; 'Years' Nice 9G

Port.; Years' Nice 9G
Downtown boosfiles receipts are
in the second of t Estimates for This Week

with "Words and Music" also holding up well.

Bristmates for This Week

Bristmates for Week

Br

### WASHINGTON

### MPEA

- Continued from page 6

Continued from page 4

In Japan) will be contacted to determine their attitude.

A number of companies are andous to give up the joint selling by MFPA, and establish their own and their consistency of the previous year's U. S. earnings. One of the principal reasons who the MFPA is that the indice producers won't go to a long with the organization. Indies, it is feared, will tages, as well as push down prices and flood the countries with pictures.

tures.
At a previous meeting last month
MFRA board voted to continue its
joint operation in the seven Iron
Curtain countries—Russia, Bulgarta, Rumania, Hungary, Cacebo
vakia, Yugoslavia and Polant
Three-year licenses given by the
companies to the MFRA to handle
tures between about May and August of this year.
Idea of maltaining the form of

gust of this year.

Idea of maintaining the form of
the MPEA as a service unit to handie product even if the Joint seliing and pooling of income is given
up is not new. Possibility of a
saving measure in foreign countries (and even in the U. S.) has
been broached numerous times previously, but there never has been
any ready-made setup such as there
of the production of the production of the constructure of the production of the content of the production of the content of the production of the production of the conorder of the possibilities discussed.

would be in this case.
One of the possibilities discussed for the occupied areas is that two separate joint operations of four of five companies each be set up. This was suggested as a solution to the squawk that 10 companies operating through the same agency operating through the same agency for maximum efficiency, although it has been working out satisfactorily in Holland.
John G, McCarthy, managing

tority in Holland.

John G. McCarthy, managing director of the international divinced of the international divinors, and the second of America, was elected a v.p. of the MPEA at Mondays session. Eric Johnston, prexy of the MPEA and MPEA, was on hand for the meeting, which was chairmanned by Francis S. Harmon, v.p. of the sister organizations.

### Italian Industry Continued from page 4 =

Continued from page 4

"Open City" and "Paisan" did well practically everywhere they were released in the world, but paradoxilarge they were released in the world was considered to regain any other world with social and everyday 
problems that are too close to the 
public's existence. The home market is, more interested in escapsise 
to regain production costs from domestic distribution alone, hence an 
eye must be constantly cocked on 
eye clusty maker are unsuitable 
for export.

Touching on a proposed dubbing 
for export.

Touching on a proposed dubbing 
sellini said he was skeptical of 
sa value as an aid to native production. He conceded that revenue 
from the projected impost mad 
quality pictures since "money 
would go to those who make the 
worst films." In his stay of a few 
and the control of the control of the 
partner, Ilya Lopert (who acted as 
interpreter at the interview), the 
in flaty based upon the experiences 
of an English-speaking girl d. p., 
who falls in low with an Italian.

Upon his return to Rome, Rossoluting sended to finals "The 

Soluting sended to the 

Soluting send

nort. Last week, "Countes and stay of a few properties of the country of the coun

bulber artiformi tele

### COAST EXHIBS SET 500G 'DIMES' GOAL

Los Angeles, Jan. 18.
Southern California exhibitors
set a goal of \$500,000, to be raised
through audience collections in 650
theatres, for the March of Dimes
Campaign.

Campaign.

Goal was pledged by Charles P.
Skouras at a luncheon for Basil
O'Connot, chief of the National
Foundation for Infantile Parays.
Due to the dire need for help, the
major theatre circuits are holding
audience collections for the first
time in three years.

### Tail-End Selling Continued from page 5

ments of "Jennie," which he'll put into release shortly.

Bookers on Notice

Bookers on Notice

Evidence or his desire for flexibility is the fact that he put the bookers in his offices around the country on notice. They were not fired, along with the sales staff, recently, but given warning that recently, but given warning that execution of the country of the count utors organization will continue physical distribution. EL, inciden-tally, has picked up a few former SRO staffers, but not under any overall agreement with Selznick.

overall agreement with Sciznick. Sciznick is getting an advance of \$500,000 from EU on rentals of the nine recisues. Sum is being put up by First National Bank of Boston, whose v.p. Serge Semenenko, sat in the EU-DOS negotiations. Bostor banker has already advanced well over \$10,000,000 to EL, and the new move is aimed at strengthening the bank's position.

at strengthening the banks posimine the S500,000 advance will
materially ald Selmicks curved
and statistic and state of the state of

ple pledged to the wear to be a few and the pledged to the weekend with Warner Bros. to state study on the entire contract ells of actors was quickly denied. It is of actors was quickly denied. It is one of several dickers he has be in—with Metro and Ferramount, as framing out as much of his stable as possible, since he has no proment. Loanout of players—meaning the pledged players—meaning the players—m

### **RKO Partnerships** Continued from page 6

terest in 90 of the houses and a 25% cut in 22 others. Coast Takenver

Coast Takeover-Huddles between Rodney Pantages, exec in the Pantages circuit, and RKO biggles in N. Y. this week have resulted in an, agreement that RKO will take over operation of the Hillstreet theatre, Los Angeles. Pantages theatre, pooled with the Hillstreet, will be returned to Pantages, date and manner still being ironed out.

RKO consent decree provides

being ironed out.

RKO consent decree provides
that the new thestre company can
acquire a maximum of 30 patriarship houses by picking up the out
side holdings. Company has not
yet determined whether its son
side holdings. Company has not
yet determined whether its son
side holdings. Company has not
yet determined whether its son
tions will depend on
the outcome of current negotiations.

NLW I UKK.
Winners of the December, 1948,
RKO Showmanship Awards for
outstanding exploitation are Ansel
Winston, manager of RKO Coliseum, N.Y., and Sam Torgan,
manager are RKO Colivanes,
manager and the American State of the American
Mass. Sun-seelving the honor,
mass been switched to
Chicago as RKO city manager
there.

Chicago as RKO city manager there.

Advance connected that will consecute the consecution of the consecution

or Feb. 6-12.

Carl Gentzel, Metro field auditor, upped to salesman, assigned to the Cincinnate exchange. Lou Marks, former salesman, has been promoted to assistant branch manager in Detroit.

Not Pale 7-17

in Detroit.

Nat Beler, Film Classics Boston branch head, moved over to branch manager in Philadelphia, replacing Mort Magill, who remains as sales manager of Philip branch.

Al Davis resigned as Philadelphia branch manager of Monogram. Max Gillis, eastern district manager, will supervise district.

#### PITTSBURGH

PITTSBURGH
Wally Allen, 20th-Fox exploitation rep fares and in Buffalo territory, let out with dissolution of that department by his company, on the department of the company of the comp

#### **New York Theatres**



DAN DAILEY & CRIERTE HOLM CHICKEN EVERY SUNDAY

A 20th Century-for Picture
On Variety Stage—TONY MARTIN
BEATRICE KRAPT DEAN MURPHY
On Ice Stage—"MASQUERADE"
Starring
ARNOLD SHODA JOAN HYLDOFT

ROXY 7th Ave. 4 = RADIO CITY MUSIC HALL

Josens CRAIN - LINGS DARNELL "A LETTER TO THREE WIVES





cannie lewe of absence because of his health.
Al Glaubinger, who resigned from RKO sales staff here, Joined Eagle Lion exchange in Cleveland.
Jim Veide, until recently manEagle Lion exchange in Cleveland.
Jim Veide, until recently manEagle Lion sales staff. Selmick office now operating under supervision of district headquarters with abseltion staff of one saleswith abseltion staff of one salesment of the sales of the sales of the control of t

#### MINNEAPOLIS

MINNEAPOLIS

North Central Allied member theatres again this year will limit March of Dime's collections to its lobbies and continue its ban on all collections inside the theatres proper, excepting those for the Northwest Variety club heart hospital fund.

pital fund.

In effort to bolster sagging grosses or outdoor competitors, some of local neighborhood houses are advertising shows that run three hours or longer. One house offered three features—plus three color cartoons, a serial chapter and a newsreel.

newsred.

Earlier availability for indie neighborhood houses here has improved their grosses to stok an extent that exhibs involved are becoming reconciled to percentage coming resoluted to the stoke of the stoke

percentage and paying much higher rentals.

Glas Strakey from the Coast and control of the coast and coast

burbans.

Howard Greenstein, Universal salesman, in St. Mary's hospital for major operation.

#### ST. LOUIS

ST. LOUIS

Arnold Amus. Co. East St. Louis, sold the State Centralia, Ill., to Melvin Edd.

Commonwealth Amus. Co. Kastle, Commonwealth Wayner Commonwealth Commo

om Canavan promoted to sales in the central district for

VARIETY

#### CHICAGO

Essaness Theatres lost lease on North Centre house recently when when unable to come to new terms with the Lincoln-Robey Building Corp., owners of 2,500-seater.

Corp., owners of 2,500-seater.
First quonset shell-type theatrein this district, the Rose, opened
last week in Franklin Park, Ill.
Over \$24,000 raised by Flim Row
for the Will Rogers Memorial Fund
hospital at Saranae, N.Y.
J. Arthur Rank scouting northside location as showcase for his
plx.

Arthur and scouting north-side location as showcase for his pix side and the side of the side of

#### DETROIT

DETROIT
Kenneth Gubard ieft Eagle
Lion to join General Theatre
Service as shorts booker.
Wally Mazur replacing. Wisper
and Wetsman circuit house.
Don Fill, office manager of
Eagle Lion, leaving to take over
Eagle Lion, leaving to take over
Midwest theatre where he will
handle bookings of five houges recently acquired from Berstein cir-

nandle bookings of tive houses reently acquired from Berstein circallide Theatres of Michigan directors elected new officers,
planned a drive for new members in
grant elected: Joseph Uvlek,
Filat, president; Joseph Denniston,
Monroe, vespee; and Irving Beilinding were elected: Joseph Uvlek,
Filat, president; Joseph Denniston,
Monroe, vespee; and Irving Beilindrop to the serving to the serving the serving
Lioyd C. Rudack leased the CunLioyd C. Rudack leased the CunLioyd C. Rudack leased the CunLioyd C. Rudack leased the CunBill Hart and his brother Leo
are planning to tie up again with
Associated News Reel Co. which
they organized before the very
the serving the serving and the
Fox, Grant Repids, renamed ent
Fox, Grant Repids, renamed ent
Fox, Grant Repids, renamed, ent
Fox, Grant Repids, ent
Fox,

Tom Canavan promoted to sales from 1 the central district of the property of t

# Clips from Film Row Clips from Film Row Traced to make room for a parking of the possibility that members of MPTOA of eastern Missouri and Side-Composition and Side-Compositio That TV Doesn't Scare Northwest

That TV Doesn't Scare Northwest

Minneapolis.

Extent of new drive-in and regular theatre construction plus theatre improvement in this tendence in the second in the seco

Negro House In Lex.
Lexington, Ky.
The Lyric, new 924-seater, has been opened here for exclusive Negro trade. George Walston, Jr., is house manager.

T. L. Richey plans construction here of a new 600-seater. Rickey owns the Ritz here and Joy in Mount Vernon.

New 1,000-Seater in New Orleans.

The Aereon, new 1,000 seater, opened here. Owned by Vernon Dupepe, he also is manager.

with Terry McDaniel and Jody Oyotte Bounds and Wistern Theatres of the Colorado, with Terry McDaniel and Jody Oyotter as operators. Virginia Bower, Rose Bowl Queen, film names and civic officials , were guests at opening.

New 580-Seater in Texas
Abernathy, Tex.
Waters & Reed Co., operators of
Rita here, announced their new
580-seat house will be opened before the end of year.

\$175,000 Harrisburg, Pa., House Harrisburg. Plans for constructing 700-seat nabe house for about \$175,000 an-nounced by Mark Rubinsky, Cen-tral Pennsylvania circuit exec. He aiready owns Capitol here.

New 1,000—Seat Texas House Kerrville, Tex. Hall Industries opened new 1,000-seat Arcadia Theatre here. Replaces old Arcadia which was gutted and the new one built in its-place in about seven months.

New 500-Seater for St. Loui

A new 500-seater in downtown business district is planned in con-junction with the face-lifting of a

volving fund, so that the whole \$5,000,000 would not be likely to be out at one time.

Grad Sears, UA, prexy, presided at the session, which was attended by Chaplin and Miss Plekford; Harold Well, Vitalis Plekford; Who constitute a special committee of the board of directors; Arthur W. Kelly, UA, excev p.; George Bonnall, v.p., in charge of production of the constitute of the board of directors; Arthur Kelly, UA, excev p.; George Bonnall, v.p., in charge of production of O'Brien, Driscoll, Raftery & Lawler, company's counsei; Olis T. Bradley, of Davis, Polk, Wardneys for Miss Pickford, and attorney Davis Purry.
Meetings are sitaed to go on for Meetings are sitaed to go on for Grad Sears, UA prexy, presided

Meetings are slated to go on for every more days, depending developments, with the New contingent returning over weekend.





#### HELLO JOE:

I know the Gremlins in Jan August's piano as shown in last week's Variety is a gag. But I still don't see how he "plays so much plano."

## Storm Gathering on BMB Future Despite Another Crisis Weathered

While on the surface it wouldappear that Broadcast Measurethan the surface it wouldappear that Broadcast Measurein the surface it wouldappear that Broadcast Measurein the surface it was a surface
and the surface in the surface
and the surface in the surface
and was a surface
the weekend, with particular rethe weekend, with particular rethe weekend, with particular rethe surface in the surface in the surface
and was a surface in the surface
that Miller, elaming that Miller effected the ouster of John Churchill
as director of research without
even first seeing him.
Some as a blot to put the netsurface and surface in the surface
that is surface
th

concerned over preventing the crisis, actually the powers-that-be a nert too concerned over preventing the crisis, actually the powers-that-be aren't too concerned over preventing the crisis, actually the powers-that-be aren't too concerned over preventing the crisis, actually the powers-that-be aren't too concerned over preventing the crisis, actually the powers-that-be aren't too concerned over preventing the crisis, actually the powers-that-be aren't too concerned over preventing the crisis, actually the powers-that-be aren't too concerned over preventing the crisis, actually the powers that the concerned in the crisis of the crisis of

(Continued on page 34)

#### **Baseball-Conscious** Indies Want BMB To Delay Study Till May

A hot fight is developing between network and unaffiliated subscribers to EMB over the seatest of the seatest o

tage visa-vis the webs on their rating averages. Since baseball broadcasting is now considered as a 30-week packaged series comparable to the 33-blows, local stations want the BMB survey to reflect their increased shows, local stations want the BMB survey to reflect their increased listenership during the season. The month of March, they claim, how-for the webs and the low child for the won-affiliates. If BMB conducted their survey in May, instead of March, the indies feel they would be getting a better break since it the baseball season.

Arguments sagainst delaying the

woun ee, at least, the outset of the baseball season.

Arguments against delaying the BMB survey beyond March hold-lication of the reports past the fall buying season of October at which time they can be used for selling ourposes. On the other hand, the used by all stations for the next two years or more. A delay of 60 days, they say, should not stand in the way of turning out a more accurate selling tool.

The statement of the season of the seas

#### Chi ABC Scribe Talks

Negotiations for a new contract covering ABC's newswriters, which opened in December, and settly of the contract covering ABC's newswriters, which opened in December, and settly of the contract calls for increased minimum wage, salary falkes, improved working conditions and affects newswriters Jim Murphy, Rachel Ann Bottoroff, Gene Parinet, Brace Pattou and Pred Sheehan.

# Coke in Pause On

OFFERED TO SPONSORS.

Following experimentation with tape recording of its program schedule for 22 weeks last spring and summer, ABC net is making its recording facilities available to rate card schedule. Lawrence Rudell, ABCS recording director, moved to throw open the service moved to throw open the service in the service of the ser

Directs KLZ Traffic F. TOM BOISE

F. 1UM BUINE
Boise keeps KLZ's heavy traffic schedule of network, national spot and local business moving smoothly along KLZ's 560 kc. Boise's experience in sales and traffic with leading air lines qualities him for his busy job as KLZ traffic manager.

KLZ, Denver.

## Mutual's Kobak Eases Out Of BMB, Hooper

Ed Kobak, Mutual prexy, has quietly cancelled out of the Hooper rating service. Kobak took the position that the network didn't need two services and has decided to string along with A. C. Nielsen's operation.

operation.

The MBS prexy cancelled out a couple weeks ago, immediately prior to his checking out of Broad cast Measurement Bureau. Calculation of BMB, in the wake of the industry organization's present up-heaval.

heaval.)
It marks the second time that Kobak has nixed the Hooper service, he having also cancelled out last year because of his feeling that the price was way out of range. However, he returned to the Hooper fold when the tab was readjusted to \$15,000 a Year, almost half the original price.

most half the original price. This time the reason differs, however. Kobak, it's known, has long felt that the Hooper comparison of the state of the

the organization failed to do the necessary thing to make up the errors of its first survey. He takes the view that while BMB made promises of improvements to the networks and stations, they haven't been forthcoming, so he's going to string along with his own "listen-ability."

'B'FAST CLUB'S TEXAS TOUR

BFAST CRUB'S TEARS TOUR
San Antonio, Jan. 18.
ABC network's "Breakfast Club,"
with Don McNeill and the entire
cast, will make a six-day Texas
tour in March, opening at the State
Fair Auditorium in Dallas March
12 and then the following night
at Fort Worth,

## **Hooper Top 15 and Opposition**

		(Jan, 15)	Total Network
	ooper-	Sponsored Network Competi	Competi-
rogram	ating		
Valter Winchell	29.7	Electric Theatre 8.2 Man. Merry-Go-Round 7.5	
ack Benny	27.6	Horace Heidt 11.	2 17.1
ux Radio Theatre	27.2	Gabriel Heatter 6.	7 13.2
MX Kadio Tileatre		Fishing-Hunting Club 0.3	B
		Johns-Manville I.	
		Telephone Hour 6.	
		Dr. I. Q. 9.	
Fibber & Molly	25.1	Erwin D. Canham 2. Johns-Manville 1.	9
My Friend Irma	22.7	Arthur Gaeth 1.	
My Fineira II		Contented Program 6.	
Bob Hope	22.5	We, the People 8.	
200,220		Gabriel Heatter 5.	
Duffy's Tavern	20.2	Milton Berle 8.	
	1	County Fair 7. Gabriel Heatter 6.	•
	- 3	Carparer mention 4	
Mr. District Attorney	19.3	Groucho Marx 12. Harvest of Stars 4.	
	P. 12.	ALUE FOOD OF TOTAL	
Amos 'n' Andy	19.1		5
		Phil Harris-Alice Faye 14	
Godfrey's Talent Scout	s 18.8		5 24.2
Godfrey's Talent Scoul	5 10.0	Henry J. Taylor 2	.5
		Sherlock Holmes 7	1
E. S.			
People Are Funny	18.3		9.8
Stop the Music (average	te) 17.7	Sam Spade 10	
		Fred Allen	
Bob Hawk Show	16.1		10.9
Mystery Theatre	16.1		
Bing Crosby	16.0	Big Story 13	.7 20.9

## Don Lee Gets Into Feud Act, Charges **ABC** with Riding Winchell Free

#### COLGATE GETS GILMAN AFTER LEVER BREAK

AFIER LEVER DILEMS
John Gilman, for many years
veepee and advertising director of
Lever Bros. until his recent resignation because of policy differences
with prexy Charles Luckman, Joins.
Colgate Feb. 1.
Move thus gives Colgate two of
the top advertising men in the soop
teeper director of advertising.
Colgate's Gilman acquisition has
raised in some quarters the ques-

raised in some quarters the ques-tion of Healy's future status, but it's reported in authoritative quar-ters that the latter will continue as Boss Man in advertising, with Gil-man, like Healy, reporting direct to prexy E. H. Little.

#### FM on Coast Big Headache to MG

Hollywood, Jan. 18.

Metro is ready to write off KMGM, its frequency modulation station, as a bad investment. In line with the studio's retrenchment, the station will be put up for sale at whatever price it will being.

ment, the station will be put up for sale at whatever price it will british. The sale was a second of the sale of the \$75,000 a year for operating costs and the ledger has been deep on the red side in the station's short-of-syven's regime. FM sets have have offered little encouragement for continuing. Bert Lebhar, exce with Metro's AM station, WMGM. In New York, hast week conferred it said to have been reached to unload. Metro's action is in line with other FM operators around the rescrining their applications, de-spite FCC urging to get behind the high fidelity medium.

#### **AFRA Using Sealtest** Coin for Health Fund

Hollywood, Jan. 18.
Funds from the Sealtest program
will be used by the American Federation of Radio Artists for a
health insurance program for members in good standing at least three

years.
Plan calls: for members to receive \$6 a day during hospital confinement, with a limit of \$186 for 31 days in any year, plus \$60 extra hospital expense per year. All payments would be subject to the amount of money available in the fined.

Hollywood, Jan. 18.

There's nothing like a good, old foul to enliven the radio scene, and Don Lee deean't like. NBC worked up one of their own and the object of their disaffection is ABC, so that makes all the malor nets make the malor nets and the object of their disaffection is Don Lee's particular peeve is that ABC is allegedly glying. Walt the removal of the removal of

#### Rev. McClain (Ex-Dr. I.Q.), Going Back on Air To Pay Off Church Debt

Pay Off Church Debt

Pay Off Church Debt

A sandla istener subs., and 12.

A sandla vice again, that of the
Rev. James McClain, Gromer "Dr.

Lq."

McClain, who in 1946 gave up

McGlain, who in 1946 gave up

McGlain, and in 1945 gave up

McGlain, and in 1945 gave up

The will act as announcer on

McGlain and in 1945 gave

McGlain and in 19

#### Jameson's Bar Post

Federal Communications Bar Asen, whose members represent most broadcast stations before the Federal Communications Commis-sion, last week elected Guilford Jameson, Washington radio lawyer, as its president,

# Nielsen's Top 20

		(DEC. 11)		
Cur.	Prev.	the state of the s	Cur.	Points -
Rank	Rank	Program	Rating	Change
1"	1	Lux Radio Theatre	32.2	-1.9
2	2	Godfrey's Talent Scouts	27.2	-1.0
3	. 4	Fibber & Molly	26.6	+2.2
4	3 .	Bob Hope	25.0	0.0
5	7	My Friend Irma	24.7	+1.5
6	6	Jack Benny	24.3	+0.8
7	14	Phil Harris-Alice Faye Show	23.4	+1.4
8	. 5	Walter Winchell		-1.3
9	48	Suspense	22.5	+6.6
10	8	Duffy's Tavern	21.9	-1.0
11	24	This is Your FBI		+2.1
12	10	Mr. District Attorney		0.7
13	15	People Are Funny	21.3	+1.4
14	18	Day in Life of Dennis Day		+2.9
15	37	Mr. Keen	20.7	+4.9
. 16	31	FBI in Peace and War		+3.9
17	. 13	Big Town	20.4	-0.2
18	33	Truth or Consequences	20.2	+2.5
19	17	Charlie McCarthy	20.2	0.5
20	11	Inner Sanctum	20.2	-2.3
	1,10			

# RADIO'S 'ANYTHING GOES' EI

## **Rating Risibilities**

Perhaps the strangest phenomenon of the current broadcasting season is the manner in which the resentment toward ratings on the part of air performers is being projected into the listeners

homes, is apart from the fact that kidding the Hoopers is now standard material for the majority of the radio comies and their acripters. But in the case of some comedians who make no effort to conceal their antipathy, it's become strictly a case of kidding-

scripters and in the case of some consensing who make he driven con-the-equate.

Fred Allen's dislike for the Hoopers is matched only by that publicly registered by Goodman Ace, whose "Mr. Ace & Jane" CISS show that the contract of the co

## Lever Bros. Leads Radio 'Honor Roll' With Its Contribs to Top 10 Lists

Both on a homes-per-dollar payoff and Hooper draw over the past
couple of seasons, Lever Bros. goes
into 1948 as the most enviable
bankroller on the network-agency
books. LB's five-out-of-six Top 10
show parlay is perhaps without
precedence in radio.

precedence in radio.

Lever's honor roll reads: "Lux Radio Theatre," "My Friend Irma," "Arthur Godfrey's Talent Scouts", "Comprising the sock Monday, night backets with the sock Monday, night backets with the sock Monday, and the sock Monday of the sock Monday and the sock of the s

nertiance of the ex-hope luesday at 10 segment on NBC. at 10 segment on NBC at 10 segment on the collect of the

## TV Sampling Irks N. Y. Radioites

Some of the New York radio Some of the New York radio stations are squawking over the sampling technique being used in the metropolitan area. At least the metropolitan area. At least continuous metropolitan area. At least continuous metropolitan area. The station and has asked open or the station and has asked on the station and the saked of t

ences.

It's the feeling that, on the basis of the present method of counting TV noses, radio is unjustifiably getting much the worse of it; that if an accurate sample were made it would not write off radio as a lost cause but would show that it's still a vital, potent medium.

medium.
For one thing, it's pointed out, the Hooper restriction on sampling in telephone homes (in projecting the question "Are you listening to the question of the question o

#### Ford Meets Ford

Moving up of the Fred Allen NBC Sunday show from 8:30 to Edgar Bergen's former time at 8 has created a "sponsor overlap" situation whereby Ford is now consideration sweepstakes. Ford Daslers sponsor Allen. The Ford family bankrolls the once-monthly "Ford Televiston Theatre," which is heard in the 7:30-monthly the ford the ford Televiston Theatre," which is heard in the 7:30-monthly "ford Televiston Theatre," which is heard in the 7:30-monthly "ford Televiston Theatre," which is heard in the 7:30-monthly "for the ford Televiston Theatre," which is heard in the 7:30-monthly "for the ford Televiston Theatre," which is heard in the 7:30-monthly the ford Televiston Theatre, and the ford Televiston Te

## WOR. N.Y., Builds Name Day Sked Vs. Tele Time

WOR, N. Y. is currently blue-printing the most ambitious sched-ule to date designed to project nighttime personalities on the day-time kilocycles (cued to an aware-ness that television will supersede radio in after-dark programming).

radio in after-dark programming). Negotiations are under way by the station and in some instances have already been initiated to line up such personalities as Hildergard. Eddle Albert, Tony Martin garde. Eddle Albert, Tony Martin shows. Plan is not to surround them with blytime or costly productions, but to build "personality shows" for casul banter, singing, playing records, etc., following the "Easte Smith Simps" - "Kate Smith Simps" - "State Smith Mutual. And if there's any doubt as to

Mutual.
And if there's any doubt as to daytime radio paying off, the Kate Smith-Ted Collins \$8,000 weekly take for their cross-the-board co-op shows et date as we see the collins of the

#### WNBC Ups Norman

WIND. Ups 101 III.

Donald A. Norman, sales manager of WNBC, WNBC-FM and WNBT, has been upped to assistant manager of the stations with John C. Warren stepping into his sales managership post. Harvey Gannon was appointed to new post of service and traffic managers.

ger.
Norman's chores will include coordination and administration of
the recently integrated AM, FM
and TV operations.

## DUBIOUS PLUGS RIDE AIRLANES

The new battle cry on the AM front is "sell." As a result, stations throughout the country are now romancing the type of business that was strictly in the "dubious" or "verboten" categories until recently. Both the class and fringe stations are no longer looking the other way when it comes

ing the other way when it comes to pluggling borderline products. In a bid to maintain billings in the face of television's inroads, radio is entering an era when practically anything goes. Even the kind of business previously labeled as muisance value, "because it involves mail-order type of deals, is acceptable to radio today.

acceptable to radio today.

It's all part of the fear that's gripped AM station operators. For years they've been riding the crest of a sales bonanza. If standards were malntalined and the stations frowned on accepting borderine sufficient 'class' business around for everyone to share. But today even the top stations are lowering these standards, with a continuing these standards, with a continuing nitication of spot commercials influentially of the station-break segments.

TY Sinhos Colo, Off.

TY Sinhos Colo, Off. TV Siphons Coin Off

With a station of the class and lammers and more of the class and lammers and lammer

multiple bookkeeping chores.

The changing times are reflected in the copy creeping into commercials, particularly on vermouth and wine, with the accent today on the "good mixer for drinics" aspect. A couple of years back stations, respecting the liquor advertising ban, wouldn't have touched that kind of

## NBC Reported Ready to Yield On Disk Ban to Ward Off New Raids

Smoking Slightly

Flock of CBS stations that agreed to carry the new Basil Rathbone Saturday night

Basil Rathbone Saunday night series for Fatima eigarets on a sustaining basis, have been do-ing a fast double-take since the show presented and asking. About 60 such stations in markets not on the Fatima lineup agreed to accept the show, sans commercials. But have since found out—18 that the integration of the trade name Fatima into the weekly scripts adds up to a series of The plat it in a series of the plat in the series of the plat in the series of the plat in the series of The plat it in a series of the plat in the series of the series

## 'Crime' Won't Pay For Femme Trade. Toni May Scram

Unusual situation of a sponsor planning to cancel out on a program in the face of one of the most enviable per-point rating payors in radio has cropped up in the case of Toul, the homemade permanent hair wave outfit.

Toul, the homemade permanent hair wave outfit.

Toni wants to pull out of the sudience-grabbing "Crime Photogstone Country of the State of the State

MI VIII NEW KaldS

Hollywood, Jan. 18,

NBC reportedly is ready to yield on its platter policy as a defense state of the policy and policy and programs after concerning the policy and the policy an

# In N.Y. for Huddles

Edgar Bergen, who dropped out of radio at the end of '48 while he

Edgar Bergen, who dropped out of radio at the end of '48 while he reappraises the whole radio-television picture prior to making any future commitments, arrived in procession picture commitments, arrived in the commitments of the procession picture commitments and the commitments of the commitment

## On-Again, Off-Again 20th-ABC **Purchase Rumors in New Maneuvers**

ent direction.

From some quarters came reports that a Noble-Skouras deal was actually consummated the middle of last week. This followers was actually consumented to the middle of last week. This followers was actually seen to be made to be a consumer to be a

Trade interest over the weekend pany, terminating Dec. 31, 733, with was spotlighted on the question of whodes signing on at \$75,000 a year whether Ed Noble had already disand Kinter at \$50,000. In the post of his ABC network to 20th-rook of the property of the property

share in bonuses.

The Woods-Kinner stock was unloaded during December following the breakdown of Initial negotiations with 20th-Fox. Woods common shorts, research and the common shorts, research plant of the common shorts of the common sh

Securities Exchange Commission revealing that top officials of Alba diquidated substantial amounts of their common atook holdings of their kinds of t

#### FORD DEALERS TO SCRAM RADIO IF ALLEN QUITS

HADIU IF ALLER QUILD
If Fred Allen's threat to quit
radio at the close of the season
stands up, his sponsors, the Ford
Dealers, will probably diver much
and other media and seram out
of radio, it's reported.
It was the Ford Dealers deal that
kept Allen on the air after he was
retirement threat has been a seasonal occurrence, but this time he
is said to mean it. But whether or
not he comes back next season, the
to get out from under the tremendous budget of the show.

NBC'S 'BKLYN' AUDITION

Mew half-hour comedy series by Nicholas Cosentino, titled "They Live In Brooklyn," based on writ-er's Broadway play, "Moon Over Mulberry Street," had audition platter cut yesterday (Tues.) at NBC, N. Y., for trial airing soon.

ALAN YOUNG SHOW
With Louise Erlekson Ken Christy,
Him Backen, State Christy,
State Christy, State Christy,
State Christy, State Christy,
State Christy, State Christy,
State Christy, State Christy,
After standing pat for years
with its Tuesday night "Date with
Juvis-Howe Co. (Tums) has decided on a change of pace and lastweek put Alan Young into the
country of the Christy, State Christy,
State Christy, State Christy,
His not however, that this newest
attempt to project the ex-Canadian comic into the big-league
cessful than in the past.
H's not the first show, of course,
built around Young into comic
on the Himmy Durante Came
Jink; particular years and the priday
ingh apolight as the junior comic
on the Himmy Durante Came
Jink; particular yearses the situation comedy routine of a couple
seasons back, with its inevitable
reseasons back, with its inevitable
reseasons back, with its inevitable
seasons back, with its inevitable
seasons back, with its inevitable
and the property of the Backus
contrib remains the standout bit
offer.
Perhaps the major fault in
Young's continued "Junior' status."

of purioonery the show has do fer. Perhaps the major fault in Porthaps the major fault in Young's continued "junior" status as a network commenturate scripting assist. Young himself has distinctive, individual qualities as comic. He can even vest the role with a warmth and create audience sympathy, always an essen-

Announcer, Announcer, Sa m with the response of the second second

Trs Al.I. IN THE FAMILY
With Mital Gould, Bill Quinn,
Roge de Koven, Martin Wolfson, Amy Sidell, Ethel Everett,
Rabib Wan, Francis Reb. Francis
Reb. Roy Shields and orch; Dick
unnouncer
Supervisor: Edward Lyman
Director: Clay Danlel
30 Mins. Sun, 2 p.m.
WWBC, N, Y.
WNBC, M, Y.
WNBC, S. (N, Y.) Documentary

8 Minas, Tuees, 8:30 p.m.

10 Minas, Month of the past of the present of the past of the p



BEN LUDLOW MUSIC

MUSIC

BETTY CLARK SINGS

With Betty Clark, Veryle Mills,
harp; Frank Banta, novachord;
Sal La Poeta, gultar; ananomer,
Witer-Producer-Director: Marilyn
Gusten
15 Mins.; Sm., 215 p.m.
15 Mins.; Sm., 215 p.m.
15 Mins.; Sm., 215 p.m.
16 Mins.; Sm., 215 p.m.
16 Mins.; Sm., 215 p.m.
17 Mins.; Sm., 215 p.m.
18 Mins.; Sm., 215 p.m.
18 Mins.; Sm., 215 p.m.
19 Mins.; Sm., 215 p.m.
10 Mins.; Sm., 215 p.m.
10 Mins.; Sm., 215 p.m.
11 Mins.; Sm., 215 p.m.
12 Mins.; Sm., 215 p.m.
12 Mins.; Sm., 215 p.m.
13 Mins.; Sm., 215 p.m.
14 Mins.; Sm., 215 p.m.
15 Mins.; Sm., 215 p.m.
16 Mins.; Sm., 215 p.m.
17 Mins.; Sm., 215 p.m.
18 Mins.; Sm., 215 p.m.
18 Mins.; Sm., 215 p.m.
18 Mins.; Sm., 215 p.m.
19 Mins.; Sm., 215 p.m.
11 Mins.; Sm.,

TALKING TO THE STARS
With Buddy Clarke orch, Charles
Baldour, Day Dreamers; Don
Cameron, Len Chappell, an-

Cameron, Len Compension of the Compension of the Compension of the Compension of the Cockfield, Brown of Sweet Cap cl

IMPERIAL TOBACCO CO.
CBC, from Americal
To push Sweet Cap cigarets,
Imperial Tobacco has picked a
strictly formula show and put it
spot on a coast-to-coast network
out of CFCF, Montreal.

New offering is centered around
the gimmlek of a listener vinning
or her favorite of the screen, stage,
radio, sport or literature. Winners
or her favorite of the screen, stage,
radio, sport or literature. Winners
show this month is recorded and
dropped in during show. Opening
show this month is recorded and
dropped in during show. Opening
show this month is recorded and
dropped in during show opening
show this month is recorded and
dropped in during show. Opening
show this month is recorded and
dropped in during show. Opening
show this month, the conversation is
like. Music for the show is handled throughout by Buddy Clarke
like musical strangements are standdid throughout by Buddy Clarke
Musical arrangements are standard and smooth, the top tues by
Baldour are fair, but could stand
and and smooth, the top tues by
Baldour are fair, but could stand
and and smooth, the top tues by
Baldour are fair, but could stand
and and smooth, the top tues by
Baldour are fair, but could stand
effort in their selection. Day
Dreamers get one featured spot,
over his first big live show, works
and the work in a couple of singover his first big live show, works
correctals feature the "Paccory Fresh" theme using the cour-

the introduction prior refrects.
Commercials feature the 'Faccommercials feature the 'Factory Fresh' theme using the quaret, an echo voice and other stunts
et, an echo voice and other stunts
tighter script with a definite angle
for the interview with the star
concerned would make for better
listening. Current setup will continue for the next 13 weeks.

Kay Armen and the Buddy Weed instrumental trio.

Show is also featuring the weekly winner from the ABC network with the Boundard of the Series as week's contract on this series, is giving forth will trop MacDoon, is giving forth will trop MacDoon, is giving forth will trop MacDoon, is giving forth will trop the Boundard of the Boundard of the Series of the show, two Old Gold plugs and the Boundard of the show, two Old Gold plugs and the Boundard of the show, two Old Gold plugs and the Boundard of the Series of the show, two Old Gold plugs and the Boundard of the Series of the

DOROTHY DIX ON THE AIR With Barbara Winthrop, Nancy Presenti, Joe Ripley, announcer Writer: Barbara Winthrop Director: Perry Lafferty Producer: Marge Ker 15 Mins; 145 p.m. Monthru Fri. SEALTEST ABC, from New York

C, from New York (N. W. Ayer)

SEALITEST
ABC, from New York
"Dorothy Dix On The Air" is
presumably an air version of the
vet columnist's advice to the loveclored and the season of the
lore and the
lore and
lore and the
lore and
lore a

BIG 'N' LITTLE CLUB With Dick Collier, Phil Cramer, others Prod.-Dir.-Writer: Steve Carlin 30 Mins: Sat., 10:30 am. Dr. Posner Shoes ABC, from New York (Hirshon-Garfield)

The Blig n' Little Club is suitable fodder for the extremely control of the contr

with this show.
Collier, with a hearty type of delivery, contrasts with the mousy voice of Cramer in some cute bits of business. Interest is furthered by a quiz feature in which the kids are asked some simple questions, and on initial show, an Indian in full regalia guested.
Commercials are comparatively

Jose.

SCIENCE LOOKS AHEAD
With Dr. Robert Brittain
Statistics and the state of the state

On the opening program (8). Dr.
Brittain's theme was the science
and world food situation. He told
of the new technique of utilizing
waste material in the canning industry and described a revolutionmodustry and described a revolutiondustry and described a revolutiondustry and described a revolutiondustry of extracting abundant food values from the ocean
Relating his remarks to, the world
scene, Dr. Brittain held out the
promise of a new era in history in
which hunger would be abolished.

ednesday, January 19, 1949

LUNCHEON CLUB
With Johny Olsen, Elia Massa,
Producer-Director: John O'Rourke
39 Mins, Mon-thu-Pri, 12:39 p.m.
WMGM, New York
"Luncheon Club" is a revamped
edition of the former food quir
with surface of the former food quir
with the control of the former food quir
sorbip of various food products,
Aside from Johny Oisen, who has
products, with participation sponsorship of various food products,
Aside from Johny Oisen, who has
products, with participation sponsorship of various food products,
Aside from Johny Oisen, who has
bene and the control of the control
has been added.

Program slotted 'cross the
has been added.
Program slotted 'cross the
board on WMGM, N. Y. In the
thoard on WMGM, N. Y. In the
thoard on WMGM, N. Y. In the
town of the control of the
victoria hotel, N. Y., where the
curlous haustrau contestants buy at
the food quit as formerly, with
possibly a more generous passout
of merchandse among the dinery
with the food quit as formerly, with
possibly a more generous passout
of merchandse among the dinery
with the food quit as formerly, with
possibly a more generous passout
of merchandse among the dinery
with the food quit as formerly, with
possibly a more generous passout
of merchandse among the dinery
with the food quit as formerly, with
possibly a more generous passout
of merchandse and passing out minor items
as souvenirs. Later numbers are
selected from ticket stubs and
form to participate in food and
household quit of Miss Mason.
Winners are given capital prizes
tions are given capital prizes
tions are given capital prizes
tions are given capital prizes
tons are given capital prizes

JOHN REED KING'S BEST GIRL With King, George Hall; audience particlpants Producer-Director: Woody Klose 30 Mins; Mon. thru Fri., 3:30 p.m. Participating WOR, N. Y.

39 Mins.; Mon. thru Frl., 3:39 p.m. Participating WOR, N. X.
Strictly for the housewives is Strictly for the housewives in Strictly or the housewives in the house with the strictly of the house with the house with the house with the house house in the house with the house house with the house house

Brittain's theme was the science of the new technique of utiliting waste material in the canning industry and described a revolution of the new technique of utiliting waste material in the canning industry and described a revolution of the new technique of utiliting waste material in the canning industry and described a possible by definition of the continuation o

# , U. S. SNARL DX POWWO

## Sen. Johnson's Anti-Superpower Bill to Curb Wattage, Stations

An anti-superpower bill was introduced in the Senate last week by Sen. Edwin Johnson of Colorado. Chairman of the Senate letstate and forgitude of Committee of the Committee of Committee

ciear channel stations.
Abmson's measure would amend
the Communications Act, under
which the Federal Communications
Commission operates, to provide
that no station in the standard
(AM) broadcast band can be ilcensed to operate with more than
50kw power, the present limit on
U. S. standard stations.

tolkw power, the present limit on U.S. standard stations.

The bill, if enacted, would not not be a standard stations.

The bill, if enacted, would not not be a standard stations of the standard stations of the standard standard

## Gen. Mills ABC's Top '48 Spender

General Mills, with tofal billings of \$4,868,348, topped the list of client spenders on ABC for 1948, when the network achieved peak annual gross time sales of \$44,303, 376. This exceeds the web's provious high in 47 of \$43,346,677. Dancer Pitzgerall & Samplitan of the network during '48, with gross billings of \$5,361,292.

#### TOP 10 ADVERTISING General Mills ..... \$4,666,348 Procter & Gamble .... 2,879,348

Phileo	2.128.069
Swift & Co	2.112.742
Sterling Drug	2,025,268
Quaker Oats	1,973,205
Libby, McNeill & Libby	1,778,550
Toni	1.714.040
Westinghouse	1,318,029
U. S. Steel	1,052,090
TOP 10 AGENC	IES .

TOP IN AGENCI	ES .
Dancer - Fitzgerald -	
Sample	\$5,361,292
J. Walter Thompson	3.891,292
McCann-Erickson	3.139.435
BBD&O	2.392.145
Compton	2.225.036
Hutchins	2.128.069
Kenyon & Eckhardt	1.717.630
Foote, Cone & Belding	1.714.040
Benton & Bowles	1,549,931
Kudnes	1 504 000

## Battle for WSNY Goes

Back to N.Y. State Court

Schemencady, Jan. 18.

The legal battle for control of
Schemencady, was returned from
Stephen W. Brennan in Utica rulStephen W. Schemencad W.

## In 300G MOD Drive

In 300G MOD Drive
Cleveland's Revenue, as a 18.
Cleveland's Revenu

## 370G Loss To **Meyers in Sale** Of WINX (D.C.)

Back to N.Y. State Court (\$6,327,912) tops among agencies. TOP 10 ADVERTISERS

## Procter & Gamble .... \$8,055,361 Campbell Soup ..... 4,689,818

Lever Bros	3,883,393
General Foods	2,955,625
American Home Products	2,259,824
Liggett & Myers	2,180,766
Toni Co	1,946,97
General Electric	1.828.226
Armour & Co	1,825,611
Coca-Cola	1,690,88
TOP 10 AGENCI	
Dancer-Fitzgerald-	
Sample	\$6,327,91

Sample	\$6,327.912
Young & Rubicam	6,207,510
Foote, Cone & Belding .	5.647,380
Ward Wheelock	4.689,818
BBD&O	
Compton	
Newell-Emmett	2,609,910
Benton & Bowles	2,595,419
Ruthrauff & Ryan	
McCann-Erickson	2 415 161
McCanii-Elickson	-,,

# **SMALL NATIONS**

By DOROTHY HOLLOWAY.

By DOROTH HOLLOWAY.

Mexico City, Jam. 18.

Uncle San's plea for diveying up scarce shortwave bands among some 60 nations will be formally released to delegates at the Interaction of the Interaction of the Interaction of Interactio

Of WINX (D.C.)

Washington, Jan. 18.
One of the heaviest postwar loss taken in the sale of a reading to the sale of the Residual allocation but may be disappointed when the sale of the residual and the sale of the sale of

judgment on embracing radio, as well as newspapers and magazines. America the NAM story to The NAM story to NAM story to NAM story of O'Sullivan Rubber Co., and the NAM story to NAM

k has still to be chosen.

## Broadcast Time Sales Go Into A Reverse for 3d Quarter of 1948

#### Platters That Pop Minneapolis, Jan. 18.

Sev Widman, disk jockey, will switch Feb. 1 from WMIN to WDGY, reportedly because he refused to quit munching popcorn while at the micro-

phone.

Widman, who left KSTP some time ago after an includent in which he beckled vitualities and the source of t

Story also circulates that Widman annoys superiors dur-ing conferences by putting his feet on their desks.

Manager Mel Drake at WDGY said, "I've got a big desk.' Regarding popcorn, he said, "We don't have any popcorn sponsors. He should try to chew on something made by a sponsor."

## Atlass Buying KLAC If WB Deal Gets Okav

Hollywood, Jan. 18.

Raiph Atlass of Chicago may add KLAC in Has of Chicago may add KLAC in Has of Chicago may add the Chicago may have a considerable of the Fock of the Chicago may be considered with the Chicago may be considered certain that KFWB will be retained. Deal with Atlass is reported to have been wrapped with the Chicago may be considered certain that KFWB will be retained. Deal with Atlass is reported to have been wrapped with Don Fedderson manager of the Thackrey stations here and in Frisco, and Col. Nathan Levinson, that Redderson will be retained as manager of the two Warners was manager of the two Warners and that Redderson will be retained as manager of the two Warner stations.

#### P&G Heads NBC '48 Coin List

Procter & Gamble, with its flock of daytime soapers and its Red Skelton-Truth or Consequences". "Life of Riley" nighttime airers on the web, was the top NBC spender among advertisers on NBC during 1948, with total annual billings of \$5,100,000.

Among agencies, Dancer, Fitz-gerald & Sample (as in the case of ABC, also) was tops among agen-cies buying time on NBC, with to-tal billings of \$9,000,000.

TOP 10 ADVER	TISER	
Procter & Gamble	\$5,100,000	
Sterling	4.000,000	
General Foods	2,800,000	
Miles	2,224,000	
Colgate	2,170,000	
Liggett & Myers	1,920,000	
Amer, Tobacco	1,850,000	
Amer. Home Prod.	1,600,000	
General Mills	1,520,000	
Kraft	1 400 000	

Auguation Ut 1740

Broadcast time sales went into a reverse in time sales went into a reverse in the reverse in

The RCA figure given here was somewhat misleading. The same figures as in the broadcasting to-tals were used. Hence, the figure micules not only manufacturing, but also the NBC times sales. But also the NBC times sales where the figure was more than a mine for the sales of the NBC times also where the sales were also the NBC times also where the sales were amounted to \$89,539,000 in the third quarter of 1948; \$85,989,000 in the second quarter and \$49,237,000 in the third quarter of 1947.

#### **Chevalier Show** Set for Mutual

Maurice Chevalier will star in a malthour transcribed variety show over the Mutual net starting March and the star

#### **NBC MULLS 2-WAY** SPREAD FOR BURROWS

NRC is multing the model of the control of the cont

## FCC Hindering TV Advance by Ceilings, Par Claims; CBS, NBC Back Pix Co.

Washington, Jan. 18.

Paramount Pictures yesterday
(17) charged the Federal Comminications Commission is hindering
the development of television by
tis limitation on the number of stations a single interest may own.
The Commission's projected by
the Commission's projected by
and NBC opposed by CISS
and NBC as premature and arbi-

At oral arguments before the Commission on its prop or and commission on its prop or and the commission of the property of the commission of the consel for Par, challenged the Commission's power to invoke a counsel for Par, challenged monopoly that It is now impossible to stay whether ownership of a given number of television outlets will commission that the commission of the commission

susute a monopoly irrespective of the type and location of the state. Patrick brought up the pending litigation in the courts involving divorcement of theatres from picture of the state o

#### Vaudeo Shows Now Facing an Additional Burden of Boniface Fee

Newest winkle vaudeo talent booking cropped up last week with the 'aul and Paulett Trio contract with the Texaco Star Thearte for last night's (Tues.) show. Texaco paid N. Y. Latin Quarter poperator Lou Waiters \$200 for permission to use the trio on that show.

#### UA'S 'SCANDAL' BRINGS \$85 PER TV STATION

\$85 PER TV STATION

First feature film to be released for television by the new United and the released for television by the new United Add in Paris, brought in only about \$85 per station. Admiral Radio, which bankrolled the transfer of the release of the rele

#### **AGVA** in Tiein On 12G Vauder

First television variety show in-corporating a direct tiein with the American Guild of Variety Artists has been packaged by Radio Artists Corp. and is now being of-ferred to prospective clients. Hour-ing program, carrying a weekly budget for screekly the complete lineup of new acts each stanza.

of new acts each stanza.

Jack Bertell and Bernard L.

Schubert, partners in the package outfit, are now attempting to refor the show from among those who staged vaude shows on the old Keth-Albee, Loew, Pantages, vertisers, who now have time on both the NBC and CBS webs, are interested in the show and the final determination of a web will delarge the show the show and the final determination of a web will deAGVA tiein will be affected.

pend on which sponsor buys it.

AGVA tiein will be effected
through turning over a part of the
talent budget each week to the
AGVA fund, similar to the way in
which Actors Equity now gets a
cut of the budget from the "Philoc
Television Playhouse" on NBC-TV.

Baltimore—Bud Freiert named to the sales staff of WAAM, indie television station here. He for-merly worked with the sales staff of WFBR, local AM indie, for seven and a half years.

#### VARIETY 'Gulf Road Show' Turning Into College Showcase

Bob Smiths "Gulf Road Show," which has operated as a quasi-vaudeo program since at a contract of the state of

tions.

Program remains in the Thursday night 9 to 9:30 slot on the NBC-TV web under Gulf Oil sponsorship. Agency is Young & Rubi-

## **NBC**, Film Brass **Huddle on Vidpix**

Hollywood, Jan. 18.

Deal for major film studio production of features exclusively for MCS tele net is being talked here by network and picture execs. NEO transa, here for the takeeff of the result of the state of

for TV.

Net's video topper Eidney N.
Strotz and Hal Bock, KNBH manager, are piloting the web's toppers
around the studios. In the group
are Charles V. Denny, exe veepee;
John R. Royal, program development veepee; Norman Biackburn,
national program. manager, and
O. B. Hanson, vp. in charge of en-

#### CBS Shifts Amsterdam Show in New Cable Setup

Show in New Canle Setting
CBS television, in a group of program time changes to get shows on the newly-spended east to midnewly-spended sets to midprogram time changes to get shows to get shows a formerly aired Friday night so 9.30 segment. Show was formerly aired Friday night so 9.30 segment. Show was formerly aired Friday night so 10 to 10 segment, and "People's Platform," formerly aired Fridays from 9 to 9.30, is to get the program of the progra

pe seen nemotion on summays per seen nemotion on summays of the seen of the se

#### **Tele Chatter**

the case for a celetion will have to get sponsor or network to compensate the cafe for act's circulation votes of the case for act of the case of the

Television Fund directorate voted an initial dividend of 10c. per share, payable . Febr. 15 sto recshare, payable . Febr. 15 sto recshare . Febr. 15 st

## Coast Expects as Good TV as in East; To Benefit by New York's 'Mistakes'

B'WAY LEGITERS TO PLUG in MARCH OF DIMES ON TV

Special television show to plug the March of Dlmes campaign, in-corporating some of the top talent from current Broadway clicks, has from current Broadway circus, has been set by CBS-TV for Saturday (22) from 6:30 to 7:30 p.m. Show, to originate from the stage of the Maxine Elliott theatre, N. Y., will be produced by Barry Wood.

he produced by Barry Wood.
Either Rudy Vallee or Thomas
Mitchell will emece. Already set
to participate are Henry Fonda
to participate are Henry Fonda
Watson from "As the Girls Go,"
Ball Skipper and Sandra Deel Grow
"Annie Get Your Gum," Shirtey
Booth from "Goodboe, Mr "Henry
Goodboe, Mr "Henry
Go

## Writers' Theatre Co-op in H'wood

Establishment of a cooperative Writers' Theatre for Television to function in much the same way that the American Society of Comthat the American Society of Com-posers, Authors and Publishers acts for songwriters, was set last week by a group of Hollywood screen writers. Theatre is to han-dle tele properties under an ar-rangement similar in part to the standard Broadway playwright's agreement and royalty provisions of ASCAP.

agreement and royalty provisions of the Control of

iater sharing, a la ASCAP.
Incorporated into the group's
bylaws are complete protection for
an author's material in its original
form and a continuing participa-tion by the author in development
and presentation of his material.
Officers' include Emmet Lavery,
prexy; John Lartin and Paul
Radin, veepees; Jerry Horkin, Radin, veepees; Jerry Horkli treasurer, and Allen Rivkin, se

#### WNBT, N.Y., Swinging Into Line as Daytime Video Airing Gains Momentum

All III Collis MOMERIUM
Daytime television, tried and
proved commercially successful by
the Dublent eleviors, is apparentthe Tanks is NBC-TV, which revealed plans to back up its daily
curtain time on WaFF, key N, XO
pm. 10. 3 pm., New schedule,
forerunner of full daytime operations, tees off Feb. 1, with Dians
calling for the station to take the
Discourage of the WMET salen.

cauing for the station to take the air at noon soon afterward; plans all and to a constraints of the WNRT plans. The constraints of the WNRT plans. The the constraints of the work of the

Hollywood, Jan. 18.

Hollywood's television problem
in 1949 is a number of things,
judging from the considered opinions of video's key men, who aired
their views at a lunchen of the
work of the considered opinions of video's key men, who aired
their views at a lunchen of the
work of the considered opinmuch established, however, that
the development of talent in all
facets of the operation, and more
under the considered opinmuch of the considered opinment and the considered opintiem of the considered opintiem of the considered opintiem of the considered opintiem opinti

#### It Costs \$1.000 Daily To Run Tele Station, NAB's Survey Shows

Washington, Jan. 18. Washington, Jan. 18.

The National Assn. of Broadcasters last week estimated the
average minimum cost of operalwashington of the state of the state of the
vision station at \$356,000, or
approximately \$1,000 a day. The
estimate was bissed on a schedule
of 31½ hours a week; employing
network, film, remote and studio
programs.

popularian.

Description of the property of th marked link,

link. By applying the formula used in arriving at its estimate for a metropolitan class station, NAB stated, an annual operating cost of also be shown. But such an eyense would provide for "whe verely restricted operations of the programming source but network," the report said,

# \$10,000,000 SPORTS GATE NEARS

#### Overdoing It

While the jury is still out, the guess here is that somebody has While the jury is sun out, the guess here is that somebody has booted one in sending Arthur Godfrey to the post twice a week on television. The basis for this pessimistic crystal gazing is the tremendous rate at which video eats up material and talent. Triple that of radio. And there's too much radio in Godfrey's d program. That's another reason. There's too much radio in almost all video live shows from vaudeo to sports.

Godfrey starts the week Monday nights with his half hour for Lipton's Tea and bounces right back Wednesday night doing a full hour for Chesterfield cigarets. This second session looms as the trouble maker. It's a lot of Godfrey and added to the Monday night shindig it's more than enough Godfrey regardless of what segment of the network either program covers. On the Lipton 30 minutes Godfrey is backed by the professional talent opportunity tryouts. There are people to be displayed, things happen, things move and it is marely a transfer of Godfrey's morning AM show for its same sponsor, routined and photographed as she plays. The mistake is figuring that television is radio or close enough for Lil' Arthur to push anything across.

Where the Chesterfield presentation stubs its toe is in its ram-bin and amblin, taking its time while depending too much on Godfrey. Everybody does just about what they do mornings ex-Godfrey, Everybooty does just about what they do mornings ex-cept that now it's in front of a camera, and this won't do at all because an hour on tel is longer than an hour on radio. For instance, the support people with Godfrey. They hinder as much as help. Neither the boy nor girl vocalists know how to handle themselves in front of the camera, the quartet groups itself around a mike and the orchestra laughs at Godfrey's "locals." around a mixe and the orenestra laughs at Oodfey's "locals." There isn't enough animation on or in the show. But not even the liberties allowed Godfrey in his informality should permit him to display and prolong into a bit a small model privy labeled "Arthur Godfrey's Office" with "three desks inside" as he re-marked and, held up to show. All right, so it was funny in the saloons. Say that Mom and Pop and the kids (if the modern youngster recognizes a privy from the outside) laughed at it. Neyertheless this is bathroom comedy and television is coming into the home on a plane never reached by radio. So what about the girl entertaining her beau? They decide to watch Arthur Godfrey and he pulls out a privy for them to look at. Cute. How many couples has radio embarrassed with its laxative commer-

However, the point here is not the question of judgment or taste, CBS will take care of that, the object is to bring out that a per-former can queer himself in television by being on too long or too often. A bad show simply hastens the process. Another theory, or guess, is that the smartest thing Milton Berle could do right now is take himself off the Texaco show. Despite the recently gained mid-west network Berle will always be a welcome program addition out there while the east has now seen him for 33 weeks. That's a lot of weeks at the Colonial or Riverside and is there so much difference? The exiting might be good while they would be asking,
"What happened to Berle?" "When's Berle coming back?" He has
long since been repeating bits, plees of business, gass, and has
fallen into the same set introductory phrases in bringing on the
other acts. 'That's not all Berle's fault. It's those 33 weeks. Maybe it is time for a rest.

Then what about Lanny Ross? He's been on the Swift show 43 weeks. That's longer than Berle, yet the comparison is not good because Ross gives a different type of performance. He is quiet, pleasant, and sings a nice song where Berle explodes. Still, Ross is another who should watch himself in this respect.

It could be that the "time to get lost" idea may be best applicable to the "names" who make or break television shows. But it is some-thing for every performer to keep in mind. The day also could be approaching when sponsors who sign for 26, 39, or 52 weeks may present two or three different programs within the period of that same contract. Why? To get that change of pace and play the ace talent close to the vest. Such is television and the speed with which

THEATRE GUILD GETS

TV SPONSOR NIBBLES

#### Public Stock Issue May Be Made by Lion, Formed

By Six N.Y. Film Execs ports that Luon-kievision, proceed a profit is a consistent of the profit By Nix NY Film Exects
Reports that Lion Telegiston
Corp., recently organized by as
youp of six New York; film exces,
may float a public stock issue were
may float a public stock issue were
more by Earle W. Hammons,
Lional Corp.
Market Stock issue were
more by Earle W. Hammons,
Lional Corp.
Market Stock

sports events to theatres.

Home Tele Sets Angle
Scophony system, which is equally applicable for home tele sets, leading and the system of th

#### NBC BUYS SCHWERIN TESTER FOR VIDEO

Horace Schwein's "pre-testing while-you-wait' system of qualitative audience research will be projected into television for the first the state of t

Judge a group of hall-hour NBC
System measures the instantanSystem measures the instantanSystem measures the instantanSystem measures the instantanSystem measures to such control to the control

# SYSTEM IS HYPO

By ROB STAHL
That boxoffice gate of \$10,000,-000 and over for top sports events, on any other states of the state of the s

Home Tele Sets Angle

(Continued on page 32)

## NEW THEATRE TV TV Coming to Grips for First Time With Summer Replacement Problem

MCA Vs. MCA

MCA Vs. MCA
Those all embracing on of
America will get tangled with
each other tonight (Wed.).
CBS-TV, all 0 p.m., launches
the first of a series of boxing
matches promoted by the
Politic Mill of Carlot of the
Politic Mill of Carlot of the
politic Mill of Carlot of the
politic Mill of Carlot of
politic Mill of
politi

## Webs Refuse To Relinquish Co-ax For D. C. 'Gala'

Midwest television viewers will see only the last part of President Trumar's pre-langural "g a l a" from Washington tonlight. Wed.), and the last part of the l

tomorrow might, however, will be carried on the full east and midarried on the full east and midson and the control of the

OBC may not carry tonight's show at all.

ABC, CBS and NBC take the air all 1130 tomorrow morning for a pickup of the inauguration cereptation of the control of the contro

#### WPIX Begs Off on D.C. Pool; Fee Too High

Pool; Fee Too High
N. Daily Near WPIX will not
carry any of the pool pickup from
Washington of President Truman's
lanuguration ceremonies because
cool, reper setation cest of the
cool, reper setation cest is too high
cool, reper setation cests to the
show will be carried by the four
major networks' outlets, giving
viewers in the Carried by the four
major networks' outlets, giving
wers in the next setation ceremonies only tomorrow (Thurs)
were the control of the cool of the
morning, but gave up on that ide
morning, but gave up on that ide
morning to gave up on that ide
morning to gave up on that ide
full carried by the cool of the cool of the
full carried by the cool of the
full carried to the cool of the
full carried by the
fu

#### MPLS. RENTAL SERVICE

Minneapolis, Jan. 18.

TV is getting into wider circulation here as the result of set rental service which some dealers have inaugurated to offset slow sales.

Pilot portable sets are available for as low as \$2.50 per week rental.

Placement Problem

Television industry this year for the first time will give serious the first time. Will give serious the first time will give serious the first time will give serious are that some of the top Hooperated programs, because of Hooperated programs, because of will either take a 13-week histus or vise undergo a drastic budget pruning. "Philo Television Playhouse," and the serious are the serious and the serious an

same procedure as in rado. Either the same advertiser will slot in a lower-budgeted, show during the lower-budgeted, show during the lower-budgeted, show during the lower-budgeted show during the lower-budgeted show the lower budgets and lower-budget show the lower budgets show the lower budget show

#### CLUB 15 MAY MAKE TV **BOW ON DON LEE WEB**

BUW ON DUN LEE WEB
Campbell's Soup's Club 1s,
which emanates nightly from the
Coast, may begin experimental
television broadcasts soon on the
Dun Lee network. This string, part
of Mutual, has been airing video
coccupying other networks. Campbell's show is on CBS nationally.
Lou Levy, manager of the Andrews Sisters and owner of Leeds
Must, few trom N. Y. to the Coast
Must, few trom N. Y. to the Coast
sisters and owner of Leeds
sisters and owner o

#### Govt. to Sell Patents On Projection Devices

Washington, Jan. 18. Washington, Jan. 18.
Six patents for television image projection devices, held by the Office of Allen Property, were thrown open yesterday (17) on a royalty-free, non-exclusive basis to anyone who would pay \$15 per nation.

Title was formerly beld by Man-fred von Ardenne, a German. List of the patents is available without cost at the Office of Allen Prop-erty, Dept. of Justice, Washington.

THE GOLDBERGS
With Gertrude Berg, Philip Loeb,
Ariene McQuade, Larry Robinson, Ruth Gilbert, Cella Adler,
Ell Mintz, Harry Davis, Roy

Amen and cather, crist Adder. Ell Mitst, Harry Davis, Roy Irving. Ell Mitst, Harry Davis, Roy Irving. Writer: Miss Berg Producer: Wordthurston Miner Switstning. Switstning Co. Mins; Mon., \$ p.m. Switstning. Switstning Co. Switstnin

bring them to life via the new medium.

Tyear reign on radio "The Goldberge" as video fare and technique is still alive and kicking the solid parts of the solid parts. Goldberg is warm and real. On the initial installment she came to grips with a situation the search for an partnersh familiar to most viewers, and vested the story line capitarium. The characters were vital; the dialog smooth and in tune.

chefuryang, the control and in tune.

One of the first situation comedy packages to hit the bittime in TV packages to hit the bittime in TV packages to hit the bittime in TV packages to his time in the same well, as in he rightial installment, but keep can continue in the same well, as in he rightial installment, but keep charine and also beware of setting her up as a plaster saint, she has a valuable Property 145 ccc as valuable Property 145 ccc as valuable are property 145 ccc as the package of the package of

tern to date and a welcome addition this producer Miner and director Walter Hart have utilized their
show big know-how to advantage
in translating the Molly sags for
video. The camera work hurdled
many of its usual handcaps and
to the state of the state of the
scoped to camera seake without to
much resort to closeups. The de
talled setting of a cluttered Bronx
partiment was perfect, contributbergs in television.

Rose.

WONDER BOY With Erik Rhodes, Louise Holden, Leslie Cutter, Harold Stone, Melody Masters, Claire & Sana Writer-Director: Eddle Nugent Camera director: Sid Davidson 36 Mins.; Thurs., 8 p.m.

On the klock stanza (13), basis characters of the series were incomed and the major action with the series were troubed and the major action with the series were troubed and the major action with the series were troubed and the major action with the series were troubed and the major action with the series were transported by Leslie Cuttler, who was trying to self Rhodes on a coule of the series were major to the series with prove a surefier with the series will be series with the series will be series with the series will be series with the series with the series with the series will be series with the series with riety acts. On the kickoff stanza (13), basic

#### Co-ax Link Is Boff in Chi Despite So-So Work; Top Recention in Cleveland

ACCOMUNA IN CACCIONA IN ACCOMUNA IN Chicago, Jan. 18.

Grain miding of the midwest incitation miding of the midwest incitation in the midwest in the midwest incitation in the midwest incitation in the midwest in the midw

## VARIETY Wednesday, January 19, 1949 **Tele Follow-up Comment**

"Phileo Television Playhouse," singer who knows audience values in after its superlative job on "Cyrance Bergered" the prevention of the fine of the properties of the prope

of a previous video staging two years ago on "Kraft Television Theatre."

Basticary a character study of a Basticary a character study of a Basticary and the study which revolts against the tyrannical father, the entire emphasis of the play must be sufficiently as the study of the study of

ourse.

"Toast of the Town" hit a better-than-average cilp on CBsd mainly by Rudy Vallee's repeat turn on the show: Climaxing a good layout of vaudeo items, Vallee's new that the show: Climaxing a good layout of vaudeo items, Vallee and the show: Climaxing a good layout of vaudeo items, Vallee and the show: Climaxing a good layout of valuedo items, Vallee and the show: And the shows and stayed to dominate the last capacity of the show. Teamed carrier, Vallee displayed some of its amateur ventriloquism with nice impact. Better camer word, lee's lip movements, would have helped but, 'in any case, the lee's lip movements, would have helped but, 'in any case, the capacity of the shows the shows the show of the shows the show of the shows the show of the sh

did a neat rendition of "My Ideal on Department of the Control of

que in handling this sort of act.

Milton Berie gave another topflight vaudee exhibit on "Texaco
pright vaudee exhibit on "Texaco
to a comparatively spotty start,
to a comparatively spotty start,
berie apparently had gome trouble
warming up—siter sall, it's virtue
ally impossible to start off with a
style propose of the sall of the sall
comment o

the usual Grade A result.
With this layout, the show indicated that it has straightened out
its overtime problem It was one
of the rare instances when alrout
finished on the button bermitting
the final scene to end gracefully
and allow the singing commercial
finale.

finale.

The sock of the session was contained in the last half of the show via a minstel show satire with Benny Fields acting as interlocutor and Berle and Jack Carter working as endmen. Gags were fast and corny and produced a nostalgic feeling that closed the show with a warm feeling. Fields is a superior

into solid dialer fare.

"Actors Studio" presented a disturbingly grim play over ABC-TV Sunday might (16) which, despite the play over ABC-TV Sunday might (16) which, despite the play of the play is play of the play of the

"Colisate The atre" in myeroed slightly Mondow (17) might with its Choice" on the NBC-YT web but the series still has far to go had producer Carlton Alsop and Irvules of the series still has far to go had producer Carlton Alsop and Irvules of the lead that the same and Irvules and Irvules on the which attempted to relate the tale through the off-serien narration of the lead character. Result with the trought of the lead that the tale through the off-serien narration of the lead character. The summer of the lead that the tale through the off-serien narration of the lead character. The summer of the lead that the tale through the off-serien narration of the lead character. The summer of the lead that the tale through the off-serien narration of the lead that the tale through the off-serien narration of the lead that the tale through the off-serien narration of the lead that the tale through the off-serien narration of the lead that the tale through the off-serien narration of the lead to the line of the line of the lead to t

made him an important asset on the Berie dispays several manifectures. Carfer's turn was capped by a the Berie dispays several throughout the best of the Berie dispays several many purantes. The multiplication of the compete and the product of the several products of th

thems. Direction by mare Daisses and Cameras was standout.

Perry Como's television from the standout standout

With Ed Schaughenov. Mary With Ed Schaughenov. David L. Lawrence, County Commissioner John Kane, Dr. Allen B. DuNont, Homestod Kids. Polish Falons. Silm Bryant and the Wildeats, Fittiburar Bavoyards. Helene and the Wildeats, Fittiburar Bavoyards. Helene and the Preducer-Director: James L. Cadding. Thes. Jan. 11, 8:30 pm. Preducer-Director: James L. Cadding. Thes. Jan. 11, 8:30 pm. Preducer-Director: James L. Cadding. Thes. Jan. 11, 8:30 pm. Dividea. Preducer-Director: James L. Cadding. Thes. Jan. 11, 8:30 pm. Dividea. Preducer-Director: James L. Cadding. Thes. Jan. 11, 8:30 pm. Dividea. Preducer-Director: James L. Cadding. Thes. Jan. 11, 8:30 pm. Dividea. Preducer-Director: James L. Cadding. The Lawrence of Pitting L. Cadding. L

sor a strictly sports crowd, Schachin may be okay but his spot here was may be okay but his spot here was may be okay but his spot here was well.

For the me, "Your Magic Win-level of the his spot here was the spot of corn between the spot of corn the standpoint of show, however, the corn the standpoint of show, however, the spot of corn the standpoint of show, however, the spot of corn the standpoint of show, however, the corn the standpoint of show, however, the spot of corn the standpoint of show, however, the spot of corn the standpoint of show, however, the spot of corn the standpoint of show, however, the spot of corn the standpoint of show, however, the spot of corn the standpoint of show, however, the spot of corn the standpoint of show, however, the spot of corn the standpoint of show, however, the spot of corn the standpoint of show, however, the spot of corn the standpoint of show, however, the spot of corn the standpoint of show, however, the spot of corn the standpoint of show, however, the spot of corn the standpoint of show, however, the spot of corn the standpoint of show, however, the spot

AMERICAN MINSTRELS OF
1949 With Jack Carter, Pick & Pat.
With Brown Smith & Date,
Brown Smith & Date,
Smith Smith & Date,
Smith Smith & Date,
Smith & With H'wood Flot
Wither Billy K. Wells
Sustaining
60 Mins, Thurs, 8 p.m.
4ME, from New York
With Smith Smith

60 Mins., Thurs., 8 p.m.
AMC, from New York
The combination of minstrely
The combination of minstrely
The combination of minstrely
The minstrels of 1949. The mincan Minstrels of 1949. The minture of two eras of American
two of two eras of American
two cases of the minstrels of the two
tractics of the two eras of the two
tractics of the tractics of the
tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the
tractics of the tractics of the

might provide some welcome atmosphere and variety, but industriated their reception.

However, the primary fault of the display is that it fails to the display is the display in the fail of the control of the display is the fail of the character of its emecand pacer. Carter has proved fail on the character of its emecand pacer. Carter has proved deer through his numerous appearances on Texaco. He can hold up rapidly p a c d entertainment. Given fuller opportunity to make himself evident, Carter could probe here the display of the display in the fail of the display the fail of the display in the fail of the colors.

On the plus side were the tapping of Estelle Sloan, Nelson's Cats, Calgary bros. and Smith and bery skit, which, like their failed Dr. Kronkheit bit, is a highspot of the display of the display in the display in

WREN'S NEST With Virginia Sale, Sam Wren Producer: Sherling Oliver Director: Tom de Huff 15 Mins.; Tues., Thurs., Sat., 7;15

15 Mins. Tues. Thurs., Sat., 7;15 p.m.
Sudshift from N. Y.
Sudshift from N. Y.
"Wear's Nett." 15-hintute serial supposed to depict the homelite of suburban N. Y. family, is a strange combination of radios in cither case, it would probably go okay as a daytime AM offering but, as presently constituted with format polish to make the TV grade.

that has 'Indeed, and the complete that the complete the

## KNBH Video Preem Off With H'wood Flourish

With H wood Flourish

Gaise of Hollywood, Jan. 18.

Farl Warren, Mayor Fletcher BowHollywood, Jan. 18.

Farl Warren, Mayor Fletcher BowHollywood, Jan. 18.

Gaise of Hollywood, Jan. 18.

Jan. 1

Lou. Holtz clinched evidence that the Lapidis yarn spinner will take on still another lease of showbit. Fortrayed in front of a spit-and-thumb-tack painted set depicting a record shop, with Cherney's behind Millford in role of zany elerk, the set is on over-obvious side as a frame for Cherney's pleasing sing-term of the set of t

which fit her extremely well.

Direction is lively midown bistro.

CHIP FBONY

CHIP FBONY

CHIP GOMBAC Quistes, GutterFlyers, Edomaia, Dabrey; Louests

Johns, Sun, 820 p.m.

Statishing

Johns, Sun, 820 p.m.

Statishing

Johns, Sun, 820 p.m.

Statishing

Milling, Sun, 920 p.m.

KUKLA, FRAN AND OLLIE
With Fran Allison, Burr Hillstrom
30 Mins; Mon. Chur-Et, 7 Jan.
NBC-TV, from Chiesgo

(I. Weller Thompson)

Son G. Weller Thompson

The Son G. Weller Thompson

Son G. Weller Thompson

Son G. Weller Thompson

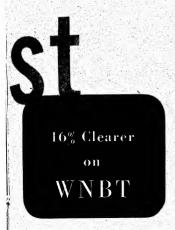
Son G. Weller Thompson

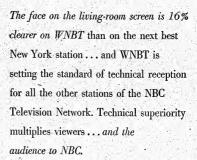
The Son Weller Thompson

Son G. Weller T

# cleare







## three to one

Images clearer on NBC, programs more popular, audiences larger...in fact, in answer to the question "Which one television station do you view the most?"—viewers in the New York area state a three to one preference for NBC over the second ranking station.\*

With a lead like this, it's no wonder that four times as many network advertisers are on NBC Television as on any other network.

\*Complete details on request

# NBC Television

THE NATIONAL BROADCASTING COMPANY

A service of Radio Corporation of America



#### D.C. Gets 4th Tele Station as WOIC **Takes Air: Plans Fulton Lewis Shows**

The Capital's fourth television station. WOIC, owned by the Bamberger Broadesting Co., started regular operation Stunday (16) with the full eventing schedule of the CBS network. Debut of the outlet CBS network. Debut of the outlet CBS network. Debut of the outlet CBS network.

Although tele set installations of coverage.

Station is not add projected have hit the 60,000 mark in ChiStation and the control of the co

nonally known commentator.
Opening of WOIC prompted the
Washington Post to prepare a special 16-page supplement for to
morrow's issue (19) welcoming the
new station. The Post recently acquired control of the CBS, key
standard station in the Capital,
WTOP.

Addition of WOIC to the Capital Addition of WOIC to the Capital scene forced a revision of programming on the Washington Evening Star television station, WAMAL-TV, an ABC affiliate, which had also been carrying GBS shows, WMAL-TV added 13 ABC shows, We complete the new coaxual from Capital Start Start

Manager of WOIC is Eugene S. Thomas; former sales head of WOR. a D.C. native. James S, Mc-Murray, formerly with WBAL-TV. Baltimore, is program director. William D. Murdock, formerly with WOI.. Washington, is sales manager. John F. Hardesky, formerly with Mutual, is public relations director.

Miami—Bill Terry, formerly with Fort Industry's outlet in Atlanta, WAGA, has joined staff of Fort's sister-CBS adultate, WGBS, Miami, as news editor and special events

## IN POST-XMAS TUMBLE

Aithough tele set installations have hit the 60,000 mark in Chi-

lower price field.

Hallicrafters cut its \$179 and \$189 sets by \$40, with some deal rease even offering liberal reddiering the rease even offering in the reddiering discounts on all brands, with leading department stores, for the first time, mentioning manufacturer's name. Emerson, Philo, Admirat, GE and RCA-Victor have retailers.

retailers.
Higher-priced receivers have also been hit, with Farnsworth Television announcing a \$30 to \$200 to

#### Whiting Making Vidpix

Hollywood, Jan. 18. Newest vidfilm producer is Art Whiting, who is converting his recording and rehearsal studio into a telepic sound stage. Bulk of the product will be 16m commercial strips and Whiting also plans to rent his facilities to other pro-ducers.

Partnered with him are Elwood Nicholson, who quit a cameraman's post with Vallee Video to go into business with Whiting, and Jack Weidman who, it's understood, furnished most of the coin.

#### **Expect Ruling Soon On** Tele Soundtrack Scale Hollywood, Jan. 18.

Musicians scale for television soundtrack is expected to be set up by the American Federation of Musicians shortly according to J. W. Gillette, international studio rep for AFM.

rep for AFM.

Gillette revealed that he has had definite word from James C.

Petrillo that union was hard at work on the problems involved in setting up wage scales for canned music. AFM is working on a scale that were the setting up was setting up was to be a setting up to the setting up was to be a setting up to the setting up to th

#### WTTG Gives Washington-Regular Daytime Video With New Program Setup

Washington, Jan. 18.
Regular daytime television programming began here yesterday (17) when the DuMont station WTTG, took to the air at 10 a.m. with 4½ hours of morning and afternoon shows on a Monday through Friday schedule. Outlet is now carrying 50 hours a week, plus 17 hours of musicale and test

plus 17 hours of musicale and test pattern.

All of the "Displace programs and the pattern programs of the pattern process and the pattern process and the pattern process and pattern process and pattern process and pattern process and pattern programs for local sponsorship at the current station time rate and or production. Contracts are programs for local sponsorship at the current station time rate and or production. Contracts are for more pattern programs for local sponsorship at the current station time rate and or production. Contracts are for which time the station hopes to have audience data on which to base future charges. A 15-minute when the pattern process are processed to the pattern process and pattern process and p

#### Inside Stuff—Radio

Bob Carter, Pittsburgh radio singer and m.c. at Nixon cafe there for 10 years, paid a debt of long-standing off in part to Jack Fution last week. Cack in the measurement of the part of the measurement of the processing of the part of

suest on his (Carter's) Suppertime show, a long-running commercial on KDIXA.

J. E. (Pat) Garner, vet news commentator for WFPW, Fort Smit, Ark, and state senator in the Arkansas legislature, recently did yeoman relief work in behalf of the town of Warren which was struck by a devastating tornado Jan. 3. Together with Remme! Young, the atre circuit exce, and other station officials, Garner organized collection depots for food and clothing for the Warren residents and his piess for help over special broadcasts netted over 48 tons of relief material.

WFPW was on the air around-the-Clock that day doing the disaster job.

The Federal Communications Cammission, the only agency in government which is subjected to a Compressional investigation every toy bears the clockwork, is apparently due for another probe during the 81st Congress.

There is considerable sentiment, particularly on the Senate side, for a thorough look into the matter of moving FM up in the spectrum. A number of Senators are convinced that the FC blundered badly when it shifted FM upstairs to its present side. Dr. Edwir D. Armstrong is still fighting to remain in the old section of the effect of the convergence of the convergence

Phil Silvers will emcee the entertainment at the annual Radio and Television Directors Guild ball to be held Friday (21) at the Astor hotol, Y. Among the others stated to appear are Josey Faye, Milton Berle, Henry Morgan, Cardini, Morey Amsterdam, Katherine Dunham dancers, Ray Bluck's orchestra and a rhumba band will be on the podlum.

#### SAVO HEADS LIST OF 5 TV HOUSE PACKAGES

Group of five new television shows, topped by Jimmy Savo cast as a detective in "Sheflock Jones, Jr.," has been packaged by TV shows, topped by Jimmy Savo cast ga a detective in "Shefrok Jones, Jr.," has been packaged by TV House, Inc., new indie firm, and is leave to the state of the st

## KSTP, Mpls., to Operate

Un Seven-Day Schedule

KSTP-TV on Jan. 18.

KSTP-TV on Jan. 21. will close the Friday night gap in its lesel-vision schedule to operate on a seven-day weekly lineup, the new program to continue at least until the seven-day weekly lineup, the new program to continue at least until the present of the seven-day weekly lineup, the new program to continue at least until the present of the seven-day dependent Sanley Hubbard announced, Saturday night televal announced, Saturday night televal announced, Saturday night televal announced, Saturday night televal the seven will be Admiral's "Friday Night Frolic," as well as American David Saturday night televal as American Saturday night televal as American film. An Stonday 199 the broadcast of row flow. An odd yill the broadcast of Saturday night televal night the saturday night the saturday night televal night the saturday night televal night the saturday night televal night tel

#### TED LEWIS' TV PACT

Ted Lewis, currently appearing here at the Chez Paree, has pacted a tele contract with the William Morris office.

Deal is for one year only, with WM packaging video offering as "Ted Lewis Sliow."

#### Vandalism Takes KXLW. St. Louis County Indie Off Air For 61 Hours

St. Louis, Jan. 18. An act of vandalism last week cut KXLW, indie St. Louis County station, off the air for 61/2 hours and added another chapter in the trouble that has beset the station during the past year. The vandals, according to Guy Runnion, station president, scaled a six-foot fence around the 205-foot tower to short-circuit the julice by wiring together two wires at the base of the tower. two wires at the base of the tower. Some equipment was burned out and the station was silent until new parts could be located. Runnion said, "It obviously was done by someone thoroughly familiar with radio broadcasting equipment and most likely KXLW installations in particular."

Last week Runnion and two of the station engineers were arrested by the marshal of Olivette, a resi-dential community in the county, on charges of violating the zoning ordinances by erecting the tower without a permit.

On Seven-Day Schedule Minneapolis, Jan. 18.

STP-TV on Jan. 21 will close the Fiday night gap in list tele-on schedule to operate on a schedule to



ROBERT SNYDER

feature

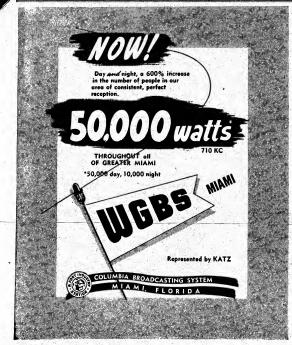
Forever and even

#### PUBLICITY WRITER EDITORIAL STAFFER

## **Radio Station Wanted**

WANT TO ACQUIRE OWNERSHIP. INTEREST OR CONNECTION IN ES TABLISHED NETWORK AFFILIATED CASH AVAILABLE.

Write Box N-32, Variety, 360 N. Michigan Chicago 1, Illinois



#### Inside Television

Claim that all major technical problems in the use of Stratovision as an airborne method of television networking have been solved was made this week by Walter Evans, veepee of Westinghouse, which is developing the problems of the problems of the second of the second

Television Hoperatings started this month in nine additional cities, with results to be made available to subscribers, Feb. 10. New cities added to N. Y., on which TV traings have been taken since February, added to N. Y., on which TV traings have been taken since February, loston, Baltimore, Cleveland and St. Louis. Reports are to be based on the regular coincidental telephone sample in each city. Publication of a N. Y. TV Pocket Piece was also announced for February publication by O. M. Hopper, who said the name of the service rarry publication by O. M. Hopper, who said the name of the service In addition to detailed information on TV cities, stations, affiliations, radio and tele families in a 50-mile area, etc., the Piece will also show TV and radio listening in TV homes, number of stations carrying each network above and time allocations of the coasial cable.

Charles ("Bad") Barry, recently-named ever television vegoes for ABC, makes his first trade appearance in his new position as guest speaker tomorrow (Thursday) night at the monthly closed huddle of the independent Television Producers Assn. Meet is scheduled for the independent Television Producers Assn. Meet is scheduled for the Marry is stated to speak on ABC-TV's plans and problems and will brief the indie producers on how to establish good relations with the web's stations relations. Kudner ad agency veepe Myron Kirk launched the closed sessions last month with an outline on the packagers' relations with agencies.

**Quincy Howe Seguing** 

Into TV as Narrator

#### N.Y. SOLONS TO GET BILL BANNING TV IN AUTOS

CBS radio commentator Quincy Howe makes the switch to television Saturday (22) night as nar-rator on a weekly analysis of the

BANNING TV IN AUTUS
Albany Jan. 18.
Sen. Seymour Halpera, Long
Island, N. Y., Republican, has introduced a bill which would ban
television sets in automobiles
where the viewing screen is visible
In view of the fact Senator Halpern is chairman of the motor vehicle committee in the Upper
House, it is thought probable the
clied committee in the Upper
House, it is thought probable the
sen. Thomas C. Desmond, Newburgh Republican, had announced
he would sponsor a similar proposlong the same line has been taken
in several large cities throughout
the country. rator on a weekly analysis of the news, which is to be siotted in the 7:30 to 7:45 segment over the full eastern and midwest network. Howe will henceforth devote most of his time to TV, with the ex-ception of a few AM shows, such as his current "You and ..." series.

'He's the second CBS radio news-caster to ankle towards the newer medium, having been preceded by Doug Edwards, who now haidles the web's across-the-board 15-minute news show on video.

## Films, running 27 minutes each, are readily adaptable to situations where exhibitors want a quicker audience turnover than they now get with double bills, Swezev Heeds

## Call of South: WDSU Veepee

#### Tele's Impact Keeps FTC Hopping To Check on Station's Commercials

JAUSS 10T JURAGE 1, PIX
IMPPRO Productions, telefile
outfit now winding its first selfedit Flag of the selfedit Flag of the selftical release of the pix. They
sare Patricia Morison, Don Haggerty and Theodore von Elts, and
Europe 1, pix and the selfedit Flag of the selfedit Flag of the selfedit Flag of the selfedit Flag of the selfElims, running 27 minutes each
Flims, running 27 minutes each

Washington, Jan. 18.

The impact of television, combining the property of divertising, is creating a big job for the Federal Trade Commission, where commercials—printed or here of the Federal Trade Commission, where commercials—printed or here of the Federal Trade Commission where commercials—printed or here of the Federal Trade Commission of the F

Robert D. Swezey, who resigned commission called on 1 short these several weeks ago as exer exposed programs involving several weeks ago as exer exposed programs involving some several weeks ago as exer exposed programs involving some several weeks ago as exer exposed programs involving some several weeks ago as exer exposed programs involving some several weeks ago as exer exposed and several weeks and checks in Feb. 1.at WDSU in New Orleans. He becomes exer everal and checks in Feb. 1.at WDSU in New Orleans. He becomes exer everal weeks and checks in Feb. 1.at WDSU in New Orleans. He becomes exer everal weeks and checks in Feb. 1.at WDSU in New Orleans and checks in Feb. 1.at WDSU in New Orleans and checks in Feb. 1.at WDSU in New Orleans and the several weeks and checks in Feb. 1.at WDSU in New Orleans and the New International Section of the Sec

# what is a good program made of?

Little girls are made of sugar and spice and all things nice.

Little boys are made of sticks and stones and puppy-dog bones.

WOR's "Tele-Kid-Quiz" is made of little girls and little boys; thousands of them. It's packed with sugar and packed with spice and there's a good layer of verbal sticks and stones tossed around every weekday at 5:00 PM on WOR by the show's two ingenious and inventive conductors, Dan McCullough and Bruce Eliot.

It's the sort of thing that's pulled 12,188 letters from juveniles in less than 8 weeks. It's the sort of thing that has limitless sales and merchandising possibilities.

WOR's "Tele-Kid-Quiz" is another great program creation that can build greater sales, greater goodwill, greater and more economical impressions per-thousand-homes-reached than any juvenile show on at a similar time in New York today.

Please write, wire, phone, or just saunter over for a recording or full description. But, quickly.



-at 1440 Broadway, in New York . LOngacre 4-8000

#### From the Production Centres

#### IN NEW YORK CITY . . .

IN THE TOTAL CITY

John T. Maddran appointed director of news for ABC, with Paul Schefflels named asst. to the vespee in charge of news and special under the control of th



grow sky-high overnight, but it takes more than just a tower to make a television station foremost

in its community. WWJ-TV, now in its third year-of ket. It has taken full advantage of its two-year "headstart" to stake its claim on the lion's share of desirable local television features. And, through its NBC Television Network facilities, WWJ-TV has stretched its "seeing power" beyond the horizons to bring Detroiters an even greater diversity of entertainment features. Unquestionably, diversity of entertainment features. WWJ-TV is the one best television "buy" TODAY, In the multi-billion dollar Detroit market.



FIRST IN MICHIGAN Owned and Operated by THE DETROIT NEWS National Representatives: THE GEORGE P. HOLLINGRERY COMPANY

ASSOCIATE AN FM STATION WW.

announcer, wed to Priscilla Brown Saturday (15) in Yonkers, N. Y. She's a former receptionist at WOR. .. Lorraine Sherwood celebrates her 14th year of broadcasting on WOR, Jan. 30. Her syen gabble for proceeding the process of the

#### IN HOLLYWOOD . . .

IN HOLLYWOOD.

Charles Collingwood and his wife. Louise Albritton, film actress, showed of for Washington where he'll cover the capital best for Ciscis and the control of the control of

#### IN CHICAGO . . .

Best transfer of "It's Your Life" via WMAQ, given award and monthed and Chiegoghath Hones Roll, for his radio work sagainst racial and religious discrimination. ... Iran Fallilips and script editor Myron Golden, will address Radio Writers Guild Thurs. (27)... ... Myron Wallace, Chi radio actor, being considered for films by Warmer Brost. Harry Mayer, who's in town giving Wallace a look-over... 600 production Mayer, who in town giving Wallace a look-over... 600 production saining agent Jan. 21 through a National Labor Relations Board election... ABC chalked up 190,000 persons as 1948 attendance record of Don McNell's "Breakfast Ciub"... George E. Inghram, former veeppe and gen. mir. of WMAW, Milwakee, appointed sales mgo, of Wilsh, A... NBC Central Division contracted for exclusive rights to Sat. attendance of the Company of the Compan

#### 'Stop the Music,' Barron Suit Settled for 41G

Bandleader Blue Barron's N. Y. upreme court suit against Mark Goodson and Louis G. Cowan, pro-ducers of "Stop the Music," was settled out of court last week for \$4,500. Plaintiff had claimed he had an interest in the show and also demanded an accounting of monies paid the defendants by ABC and the program's sponsors.

ABC and the program's sponsors.
Jury had been picked for trial
of the action before Supreme
Court Justice Aaron J. Levy when
attorneys for both sides informed
the court that settlement of the
action had been made.

#### Monica Lewis Eigen Sub

Singer Monica Lewis takes over as two-week replacement for Jack Eigen on his disk jockey show from the Copacabana, N. Y. nitery, starting Friday (21). Eigen is head-ing for a Florida vacation.

ing for a Florida vacation.

Miss Lewis will conduct the usual Interviews with visiting celebs. She won't do any live singing but may play some of her own disks. She's also to take over Eigen's Thursday night video show on the DuMont web during the two weeks he's away.

but may play some of her own with traveling receivers. Make-ta-Yon-Ride on the DuMont web during the two weeks he's away.

Hot Shots Packaged Hooster Hot Shots, rube comedy band, has been packaged as musical audience participation show tagged "The Old Hokum Bucket and Dharlle Althorn". Blockt and Charlle Althorn the Buckt and Charlle Althorn the Shots, which will some the packaged as a work of the short o

#### WTIC's Eaton to Head Conn. AP Casters Group

Conn. AP Casters Group

The Hartford, Jan. 18.

Tom Eaton, news director of
WTC, was elected prexy of the
Connecticut Assn. of Associated
Press Broadcasters at a meeting
last week. Outfit was created to
act as a liaison between the AP
and subscribing broadcasters for
act as a liaison between the AP
and subscribing broadcasters for
expect to air news agreement with
part of a nationwide AP move to
part of a nationwide AP move to
correlate activities of tirs radio correlate activities

Mempers.
Other officers elected were Michael Goode, WNHC, New Haven, vice-prez; and Paul V. Cochrane, AP Connecticut bureau chief, secretary.

#### Mpls. Busses Go FM

IIIJIS. DUSSES UO FIN

First bus line in this territory
to have radio for its customers
to have radio for the customers
to have radio for the customers
to which broadcasts FM exclusive
southerly suburbs, received first
installations, but four other lines
of similar character will be similarof similar character wi

#### TV Sports Gate Continued from page 25 =

continued from page 22

actly. Once a sufficient number of houses is linked to the circuit, he add, it will be possible for the exhibit to outbid any commercial adverse. The continue of the

change out administor prices, grant-gross,
Seophony system, invented and
developed by Dr. A. H. Rosenthal,
who is still child research engineer
London in February, 1939, drawing favorable reaction from both
customers and the British press,
Anothere Installation followed in
Leiester Square, key house of the
Odeon chain. When the war terminated British television activities,
Levey sold an interest in Scophony
takes the state of the state of the contion of the two American farms
dison Equipment Corp., a 20thFox subsidiary, hoping to promote
the system in the U. S. Alleged
action of the two American farms
or permit lecensing of its patents
to other manufacturers finally resulted in the Government's antitrust stuit. Under last week's conpression the control of the conpression of the control of the contrust stuit. Under last week's conpression were Yorced to divest
themselves of all Scophony stock
themselves of all Scophony stock
therests, which finally reopened
the patents for immediate exploistion.



Do you share with Robert Browning the belief that "there is no truer truth obtainable by man than comes of music"? Over half a million New York families do. They seek that truest tenth in the fine music that comes always over WOXR and WOXR-FM. So constantly do they seek it that no other stations can reach them so effectively. For the advertiser, these are New York's choice families, too ... people who love good things as they love good music, and can afford to buy them. For the advertiser, these families form one of the choicest markets within this biggest and busiest of all markets. You'll find it profitable to ask us to tell you more.



RADIO STATIONS OF THE NEW YORK TIMES

#### **FCC** Hindering

and retard normal and healthy de velopment of television. FCC's 'Quiet Treatment'

relopment of television.

\*\*PEC'S 'quiet Treatment'

\*\*Patrick also brought up the Compatrick also brought up the Commission's reposed decision denying Par's various applications acroing Par's various applications acroing Par's various applications have

provided bulkoon, which has three
stations, in addition to Par's two.

He said Par applications have

selected the said par applications have

"quiet treatment" by the

seat of the said Par applications have

positioned control over DuMont.

Pointing out that Par and DuMont have gone ahead in good

fault man at substantial expense; that

the film company acquired its 29%

interest in DuMont, now worth

and that both companies have piomered in television, Patrick argued

that Par and DuMont; should be al
action. He man, executive vec
pee of CISS, told the Commission

to guestion is not one of 'pulling

something out of the hat but of

add the didn't know what limita
tions and the placed on video.

We don't know enough about he

uthmate pattern of television, "he

Ream objected to the Commission

Ream objected to the Commission

Ream objected to the Commission

ultimate pattern of television," he added.
Ream objected to the Commission's proposed rule to limit an added.
Ream objected to the Commission's proposed rule to limit an added.
It is added to the commission of the commission of the arral, broadcasting system. He changes can provide much of the programming for video stailons.
Gustave B. Margraf, counsel for the commission of the commissio

Industry Co., opposed the six-sta-tion FM imitation as well as the ceiling on video outlets as "illogi-cal and impractical." He "thought the limits should be the same for all three types of stations.

O'Brien said his company would be compelled to discontinue its AM station in Fairmount, W. Va., if it can't provide FM service in the area. Fort Industry, he said, now has its limit of seven AM stations and therefore can't apply for FM In Fairmount. "This is hardly a reward for years of providing pub-lic service," he said.

## Heilmann's 2-Way **Stint for Detroit**

WWJ-TV, will televise at least half of the Detroit Tigers' home baseball games in 1948. Edwin J. Black and the Berbill Brewing Co., which sponsors the elecasts, also announced that Harry Hellmann would handle both radio and television microphones this season.

This season.

#### For Sports Despite Arena Mgt. Tie With Crosley

Mgt. Tie With Crosley

Cincinnat, Jan. 18.

Exclusive Wideo rights for Cincinnation of the Cincinnation of

the new Gardens' 13,000-seat layut. Hubert and the Market and the this and towers ice shows and other big, and attractions along with bosing, wrestling, lockey, basetball and Clincy's only video station, with nearly a year of operation under its belt, Crosley's W.LWT has done trained to the Market and W.C. and Market and W.C. and W.C. and W.C. and W.C. and W.C. and W.C. and the Market and W.C. and

## WKRC Bags Cincy Gardens WDTV Makes Pitt Video-Hep Despite Fact That It's Town's Single Outlet

Launching of city's first television stal 1 on DiMonto-towned be heard and acted on, another few
with the control of the con

## **CBS Hub Bid** Kept Alive

half of the Detroit Tibers' nome has baseball games in 1998. Edwin year of operation under his belt. Crossley's WLVI'l has done herewing Co., which sponsors that the station has the WKRC and and evel television microphones this season. This season will mark Hellmann's debut on television. He has done the regular breadest on the following the same text into two microphones during games which are televised. Announcer Van Patrick will peak the same text into two microphones during games which are televised. Announcer Van Patrick will peak the same text into two microphones during games which are televised. Announcer Van Patrick will peak the same text into two microphones during games which are televised. Announcer Van Patrick will peak the same text into two microphones during games which are televised. Announcer Van Patrick will peak the same text into two microphones during games briefly the peak the same text into two microphones during games briefly the peak the same text into two microphones are the peak the same text into two microphones and the peak the same text into two microphones are the peak the same text into two microphones during games which are televised. Announcer Van Patrick will speak the same text into two microphones are the peak to the pe

Joseph Horne department stores, Pittaburgh Rrewing Co., Fitton a flock of others.

All local shows on WDTV for the time being will have to be on film store to the flock of the store that the store that

## WHERE WERE YOU ON THE NIGHT OF **JANUARY 11, 1949**

On Tuesday evening, January 11, 1949, thousands of families-in fourteen metropolitan centers and surrounding townssat before their television sets and watched the FIRST program ever to be telecast over the newly-joined Eastern and Midwestern networks of the Bell System.

Part of this program comprised the televising of a motion picture entitled "Stepping Along with Television." It was produced by Caravel for the Bell System; and it was the FIRST film ever to be transmitted

over these newly-combined T-V networks.

We don't attach too great significance to the fact that this Caravel film was a "first" -though it's something pleasant to remember. We do believe Caravel would never have been chosen to produce it if we had not first proved our ability to do a top-flight job.

If you missed the program on the night of January 11, 1949, we shall be happy to show our part of it-either at your offices or ours. We can't make ALL the films for television, but we do try to make the BEST.



When thousands, even millions of people, are the final judge, is it prudent to compromise with quality? After all, the TRUE yardstick is RESULTS.

DETROIT - 3010 Book Tower - Tel. CAdillac 6617 - NEW YORK - 730 Fifth Avenue - Tel. Circle 7-6111

#### Tele Chatter

Chicago

tribution of motion pictures for both theatre and television...Teles spinning platters for a charade program on KFL-TV. vision Picture Distributing Co., headed by Toby Anguish, will make a series of one-reel westerns for relevision. Doy O'Dell will star in the pix titled "U. S. Marshall O'Dell". Jubalaires doing new show on KIAC-TV. Hal Eugene Roach Productions has started shooting first of series of the series o victor Disture Distributing Co. headed by Toby Anguish, will make

Chicago
Fran Allisan has added another video show to her schedule, wince the show SOUTH'S



In basketball, baseball, football, and hockey, the latter introduced to Louisville for the first time in 1948. Other local news took in the Farnsley story, recounting of the town's mayor and his Innovations, such as "beef sessions" at the City Hall, and other projects, which have garnered much space in the local newspapers, and on local radio stations.

Glo stations.

Show was a fine example of building an hour show from library material, as well as showing fine coordination between the various departments of the station. While most of the stuff was inter-

esting, it would seem that in the rehash the whole thing could be edited down to a half-hour. Hold.

WESTON'S PRESENT With Jimmie Shields, Mary Mor-rlson, Edmund Hockridge, John Sturgess, Geoffrey Waddington Orch and chorus; Byng, Whitte ker and John Drainie, an-

WESTON'S BISCUITE

(755, from Trouther)

In a bright musical format, featuring highlights from anomalous
musical comedies and operetax,
freedom and the second of the seco

#### Russ, U.S. Continued from page 23

and head home. Specifically, they indicated despair of an agreement in the second of the second of the fact that it is costing the latest. The Latinos also made much of the fact that it is costing the control of the fact that it is costing the control of the fact that it is costing the control of the fact that it is costing the control of the fact that it is costing the control of the second of the fact that it is costing the control of the second of the fact that it is control of the second of the fact that it is control of the second of the fact that it is control of the second of

ample, more channels than that country actually requested.

#### Lever Bros.

Continued from page 21 "Irma's" \$7,500 weekly tab and "Scouts" \$6,500 nut add up, on a per-point basis, to one of the juiciest commercial parlays riding the kilocycles.

kilocycles.

Since moving up an hour into the ex-Amos in Andy NBC slot. Hope has maintained about the part of the size of the size of the \$22,500 talen-production nut, the homes-per-dollar story is less impressive than "Irma" or less impressive tha

Denver — Outbidding two east-ern breweries, with bidding stop-ping at \$50,000, the Adolph Coors Co., brewers, has latched onto the broadcasts for the Denver Bears baseball games, both home and abroad, for the year, using KMYR for the airing.

#### BMB

high-powered stations had lost some drawing power during the the past couple of years due to the great increase in the number of stations.

Threatened to Cancel Threatend to Cancel
One station operator, Julian L.
Skinnell, manager of W.LBR, Lee
hann, Pa, threatened to cancel
his subscription local for the cancel
his subscription to the cancel
his subscription of the letter of
Miller, Skinnell said that the great
changes in the broadcast pleture
demanded early completion of the
continue to pay the substantial
dues required month in and most
out without some service in return
for this expense." Subscription
tharged in ratio to the station's
revenues.

charges in ratio to the sations. Formal, of the upcoming survey, will be virtually identical to the first one conducted in 1946 with the exception of a couple of refine-finalities, Bilds will cover the audience of all U. S. stations on a county-by-county and city-by-clty basis. One of the uplus a break-down of station audiences on week-ly and daily, and daytime and infiltrime averages. Bild's minimization and the station audiences on week-ly and daily, and daytime and infiltrime averages. Bild's minimization and the station audiences on week-ly and faily and captime and belief to the station audience on week-ly and the station audience so means the station audience on the station and the station audience of the station and t

pailots from each county.

End result will give each station's pulling power on a numerical and percentage-of-the-whole basis. Only subscribers will receive the info collected, Including all data on non-subscriber stations.

Results of the survey are slated to be published in September.

Exec compilities making the state of the survey are slated to be published in September.

be published in September.
Exec committee making the de-cision to go ahead with the survey was composed of J. Harold Ryan, Fort Industry stations, chairman; Frederic Gamble, 4 AS prexy; Paul West, ANA prexy; Joseph Allen, Bristol-Myers Co., Leonard Bush, Compton Advertising; Roger Clipp, WFLI, and Miller and Feltis.

#### **UOPWA CBS UNIT SEES** FIREWORKS AT N.Y. MEET

FIREWORKS AT N.Y. MEST.
Fractional struggle breving within the CBS white-collarite unit of
the United Office and Professional
Workers of America is expected
to break into the open at a membeath in which the open at a membeath in white the open at a memcomprise the present leadership of
the UDPWA and a dissident rainmedical size of the open at a memper white the open at a memper white the open at a memtrace white the open at a m

#### Int'l Harvester Going Back to Daytime With Its 'Harvest of Stars'

International Harvester has de-cided it's find its full of nightime radio and is restoring its "Harvest radio and is restoring its "Harvest of Stars" show back to Sunday, afternoon on NBC. Harvester switched over to CBS last year, taking the Wednesday right 9:30 segment, but in the face of the ton from NBC, it never made the bligtime Hooper grade.

bigtime Hooper grade.

Beginning of April "Harvest" moves into the Sunday 5:30 period, currently occupied by RCA's Boston Pope-Robert Merrill show. Latter program, in turn, would be Latter program, in turn, would we still contingent on the BCA mogulary. Jane Pickens is now heard at 5 and sine would be moved into the 4:30 slot: Previously "Harvest" and RCA and also been showcased back-to-bed the State of t

#### Air Royalty

It's Park Avenue audition time round WOR, N. Y., these days. Brace of shows on the station's upcoming agenda, if the audition wrinkles can be ironed out, inwrinkies can be Ironed out, in-clude a Gloria Vanderblit femme chatter stanza, and a program by Princess Obolensky, emanating from her home, featuring guest In-terviews, etc.



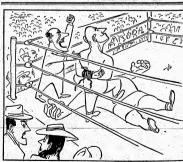
'On an Island with You" Every Friday Nite, 9:30 E.S.T. Mgt.: LOU CLAYTON

"Well above the usual daytime

WHAT MAKES YOU TICK?

For ivory Flakes CBS, Mon. thru Fri. 2:45-3 P.M.

WISH JOHN K M MCCAFERRY ADDISON SMITH



"Wheatles, natch!"

#### DEAR AL:

I still don't believe Jan August could make a piano sound off that many notes without some gimmick. I'm sure there's more on this in this week's Variety, page 45 JOE



#### Consent Decree Settles Scophony Suit as Par, Gen. Prec. Unload Stock

Gen. Prec. Unload Stock gaton for more than three year, was finally for the fire year, was finally for the fire year, was finally for the fire year. A conger. Under leving of the settlement, Paramount Television Productions and General Precision Production of General Precision Production Produc

ublic.

SCA prez Arthur Levey disnissed the counter-claims against
ar and GPEC, in return for which

missed the counter-claims against para and GPEC, in return for which the two companies turned over to the two companies turned over the companies turned over the companies turned over the companies turned over the companies of the companies of

automatic veto through absence from a meeting.

Levey retains a cross-claim against British Scophony. Govern-ment, having established jurisdic-tion over the British firm early in the proceedings, plans to move im-mediately for a summary judgment. Levey, who now owns 125 of SCA's A shares, nams to acquire the 675 A shares, plans to acquire the 625 A shares still in the hands of Scophony, Ltd., as well as another 225 A shares now owned by a Czech syndicate in London.

#### Lion Stock Issue

Continued from page 25 =

whether or not stock will be floated, Hammons stated.

Present capitalizator, for which
Present capitalizator, for which
present capitalizator, for which
present states of 1,000
preferred shares at \$10 par and
50,000 no-par common. All of it
has been subscribed to by Hammons, Nell Agnew, Jules Levey,
Robert Savilwe, Paul White and
Robert Savilwe, Paul White and

Charles Casanave, Paul White and Robert Savini.

Hal Horne, former 20th-Fox pub-didled, may also become a stock-tion of the control of the control at the control of the control of the stock with Llon. Hammons said Horne was interested in joining the group and the members were pleased to have him. He may be partnered with Levey in a produc-both.

both.

Horne has been on the Coast
during the past week with the Lion
toppers. All except Hammons have
been there looking over prospects
for setting up production units and
laying out product for Lion to fiance and distribute. Agreew reance was constituted to the control
to the week and the others will
follow within the next few weeks.

Albany—WPTR is now presenting, in cooperation with the Albany Pharmaceutical Assn. "Adventures in Medicine." 15-minute Sunday noon program with local physicians as participants and with scripts written by Phillip Gelh for the Medical Research Bureau, of



#### KFI-TV Pitching for Co-op Tieup With Film Studio

Hollywood, Jan. 18. KFI-TV, local indie station, is sending out feelers to film studies regarding prospects of lining up a co-operative deal for mutual video benefit, Station is not for sale as a whole or in part, according to a whole or in part, according to Bill Ryan, general manager, con-trary to strong rumor which is circulating throughout town. Ryan declared that station wown. Ryan declared that station would not have very much to work out a co-op deal with one of the film studies of the control of the control of the all to give and patting of the from the station for some time to

from the station for some time to come.

According to the which was the work of the common to the which more than likely accounts the which more than likely accounts the which is not the midst of preparation of budgets the station is in the midst of preparation of budgets with the station of the station of the station is the work of the wor

#### Chi WNBQ Gets Up To 20-Hr. Week Sked Fast

Chicago, Jan. 18.

Addition of six NBC Chl produced tele programs and several commercial network shows to WNBQ's schedule, boosts station's operations to over 20 hours weekly in its third full week. New network telecasts added include Colgate Theatre, Phil Silvers Show, Americana and Chesterfield Supper

Club.

NBC Chi productions include
Irna Phillips' These Are My Children, Walt's Workshop, debuting
Jan. 24, Clifton Utley and the
News, teeling off on same date, The
Weatherman, five-minute spot
which began Monday (17) mid Take a
Jare, an audience participation
1019.

Detroit—Joe Gentile and Ralph Binge now doing a television show once a week over WJBK-TV, Wed-nesdays at 7 p.m.

#### TV's Sparkler

TV's Sparkler
Washington, Jan 18.
What was billed as "the
most expensive show in television" was carried tonight (18)
by WMAL-TV when Jack
Werst, New York diamond collection, was interviewed by
the color of the color of the color
thation's "Modern Woman's
rogram. Werst, who trave's
with police escort, brought
with him about 300 stones
valued at \$3,500,000. His prize
is the Vanderbilt diamond, Intis the Vanderbilt diamond, InMiss Crane also had on her
rogram Mrs. Nellie Taylor

sured for \$250,000,
Miss Crane also had on her
program Mrs. Nellie Taylor
Ross, Director of the U. S.
Mint, who displayed the newly
minted memorial medals honoring the inaugural of the

#### **KLAC-TV Drops Fites In** Shuffle to Make Mon. **Entertainment Night**

Hollywood, Jan. 18. Hollywood, Jan. 18.

KLAC-TV has dropped the Monday night boxing bouts. Station plans to make Monday its big enjans to make Monday its big enjans to make the man to the six days will be filled by the Los Angeles baseball games and probably the Hollywood Stars games. Stars have not yet been inked but station toppers expect the package to be sealed within the next few

weeks.

KLAC has switched the Don Otis
Variety show to Monday from
Iruesday and has also inserted
Iruesday and has also inserted
and a dramatic program. Western
show will topline Carolina Cotton.
Jon Slott's original dramatic biogs
will be used as a format for half-hour acts.
Gibert and Sullivan
programming.

programming.

Bob McLaughlin's "Picture Al-bum" and David Street show will be set in early Tuesday preceding diamond telensing which cuts loose at 7:45 nightly. Following night's programming has not been laid out

yet.

Station does not yet have a sponsor for the Angels games. Fred
Henry, program director, revealed
that KLAC-TV is walting for the
Stars inking and will then offer
both games as a single package to

San Antonio—Arthur L. For-rest, former promotion manager of WOAI, has been named new pro-motion and merchandising man-ager of KTSA here, taking over his new duties on Monday (17). For-rest replaces Bill Lamar at KTSA.

#### CIRCLING THE KILOCYCLES

Detroit—J. E. Campeau, CKLW KWFT and KFDX going off the president, announced the appoint—in the control of the

San Antonio—Latest addition to the staff of KCOR is Bud Riley who takes over duties as Farm and Ranch Editor. He will be heard in a daily early morning roundup of Farm and Ranch news.

Pittsburgh—Al Steppling of Farm and Kanen news. Pittsburgh—Al Steppling of Farm and Ward of Wild of Pittsburgh of Ward of Wild of Braddock to the turn to his old station as mute the product of Wild of Wild

Philadelphia — Scholarship sawds totaling \$1,000 were made to Joan McDonald, Highland Park, Pa, and John Barnun, Cilton Heights, Pa, in the third annual neights and the Charles Morris Price School of Journalism. Winners were announced at the annual Frankling dinner of the Poor Richard Morris Price School of Journalism. Winners were announced at the annual Frankling dinner of the Poor Richard Club d'17).

Highly for Dulmont's video station, work in the late of WINX-WDTV. He's been in teleradio work in Philadelphia lately.

St. Lasis—A sports program at breakfast time, new in this neck of the woods, was inaugurated yesterday (17) over KXOK, the Starflines station. The program at let the program and the

#### 6th YEAR!

# "THE LIFE OF RILEY" with Wm. Bendix as "Riley"

Written by- ALAN LIPSCOTT, REUBEN SHIP, DICK POWELL

cast- PAULA WINSLOWE, JOHN BROWN, TOMMY COOK, BARBARA EILER

Music by- LOU KOSLOFF

Directed by- MITCH LINDEMANN

Sponsored by PRELL SHAMPOO - Friday Night (NBC)

To All These Skilled Participants, a Deep Bow

Irving Brecher

# Coral Now a Fullfledged Co-Label Of Decca, Unravels Brunswick Snarl Of Decca, Unravels Brunswick Snarl Becards reported and the state of the

Deces Records has been having's
a difficult time in marketing
Brunswich ladel clisks it bought in
1940 for \$1,400,000 from the old
Ametican Record Co. Several
months ago Deces announced that
it would issue stands schedule for
world-wide distribution. Then the
company found out that its world
rights to the Brunswick titte was
not part of the deal on which the
masters were secured. Cord Beck
market were secured. Cord and
and it was planned to release
Brunswick masters under that
label.

Brunsvick masters under that label. «II.) Doesd determined that mother clause in the original arrangement by which it picked up the Brunsvick masters, forbade their release under any other label disks under their original name, but the independent distributors that were set up to disperse the under their original particular than the second of the sec

talent will be added, plus which it will serve as an outlet for Decke will serve as a great number of collector's items. Among the 6,000-odd Brunswick masters acquired by Decca are agreat number of collector's items. Among the 6,000-odd Brunswick masters acquired by Decca are agread number of collector's items. A present the big battle was over. Many of these items are on the first Brunswick late includes 25 albums and a battle of singles. Two albums are by Bing Croshy and two by Duke Ellington. Decca will be Brunswick late as a world-wide label was to ship muterial into Brunswick label as a world-wide label was to ship muterial into Brunswick label and so bypass the British borrow. The brunswick label and so bypass the British bereal and so bypass the British bereal call on them. That was prevented all or them. That was prevented all of them. That was prevented with the clause probabiliting the use of the condition of the clause probabiliting the use of the clause probabiliting the use of the clause probabiliting the use of the condition of the clause probabiliting the use of the condition of the clause probabiliting the use of the condition of the clause probabiliting the use of the condition of the clause probabiliting the use of the condition of the clause probabiliting the use of the condition o

#### WMGM (N. Y.) STUDIOS PUT AT CAP'S DISPOSAI

PUT AT CAP'S DISPOSA.

Capitol Recent has dealed a recommendation of the control of the control

#### Lisbona-Lubin Tune Taken Off Shelf By Leeds

Jimmy Dorsey is set for a run at the Cafe Rouge of the Statler hotel. New York, his first at the spot in a couple years. He'll open March 21 for four weeks with a two-week option, following Tony Pastor, who opens Feb. 7 repiacing the current Frankie Carle. Tommy Dorsey completed a three-month run at the Statler on Kmas Day. It was his first date there in five years.

#### COL. RECORDS 'KATE' WITH ORIGINAL CAST

Columbia Records completed the recording of the score of Columbia Porter's "Kiss Ma Kate" in New Porter's "Kiss Ma Kate" in New Show's cast. Disks were cut Sunday (16), but all of the work was not completed that day and the cast had to return Monday (17) after midnight (following that even the columbia of the columbi

ning's performance) to clean it up.
Music will be released in alhum
form; it's the first complete legit
score recorded since the end of the
disk ban. Columbia's deal with
the show's producers. Saint Subber and Lemuel Ayers, calls for a
royaity, with the cost of the recording being borne by Columbia, but
applied against royalty statements.

#### Stevens' New Cap Post

By Bernie Woods

Samy Kye "Powder Your Samy Kaye in the "Flowed Samy Ka

## Jocks, Jukes and Disks

- By Bernie Woods

any jock show. The more picky programmers will latch onto it was programmer will latch onto it.

Andrews Sisters "More Beer".—
Let a Smile Be. Your Umbrella".
(Decca). Andrews trio could give him to be a support of the programmer of the programme

medium rhythm item, it's nice intenting and provides good conliatening and provides good conliatening and provides good conuseful.

Franke Carle "Sweet Sie"—

"Let a Smile Be your Umbrelle

Franke Carle "Sweet Sie"—

"Let a Smile Be your Umbrelle

Very much ald no the pelan
key much ald no the pelan-

10 Best Sallers on Coin-Machines Week of Jan. 15

LITTLE BIRD TOLD ME (9) (Bourne) Sources Spanle Machines Supremb

1. LITTLE BIRD TOLD ME (9) (Bourne)	Paula Watson Suprem
2. SLOW BOAT TO CHINA (12) (Melrose)	Kay Kyser Columbi
3. MY DARLING, MY DARLING (8) (Morris)	Stafford-MacRae Capito
4. BUTTONS AND BOWS (14) (Famous)	(Dinah Shore Columbi
	(Everytt Kittyttt
5. FAR AWAY PLACES (3) (Laurel)	Bing Grosby Decc
6. I'VE GOT MY LOVE TO KEEP ME WARM (3) (Ber	
7. YOU WERE ONLY FOOLING (5) (Shapire-B)	(Ink Spots
8. GALWAY BAY (2) (Leeds)	Bing Crosby Decc
9. MAYBE YOU'LL BE THERE (24) (Triangle)	Gordon Jenkins Decc
	Miranda-Andrews SisDecc
10. CUANTO LE GUSTA (11) (Peer-Int)	Xavier Cugat Columbia
Coming U	0
PUSSY CAT SONG (Leeds)	Perry ComoVicto
DOWN AMONG SHELTERING PALMS (Miller)	Sammy KayeVicto
POWDER FACE WITH SUNSHINE (Lombardo)	
BELLA-BELLA MARIE (Leeds)	Andrews Sisters Dece
BRUSH THOSE TEARS (Peter Maurice)	(Evelyn Knight Decc
	(Barry Green Rainoon
SO TIRED (Glenmore)	I Kay Starr Capite
SWEET GEORGIA BROWN (Remick)	Brother Bones Temp
GLORIA (Rene)	Mills Bros Decc
	(Ray Anthony Signatur
IT'S TOO SOON TO KNOW (Morris)	Ella Fitzgerald Decc
WHAT DID I DO (BVC)	Helen Forrest M.G.N. Dinah Shore Columbi
SAY SOMETHING SWEET (Mills)	Ink Spots Decc
FOOLS RUSH IN (BVC)	
IS IT TRUE ABOUT DIXIE (????)	Billy Eckstine M.G.I.
LAVENDER BLUE (Santly-Joy)	
	tounning NaveVicto
[Figures in parentheses indicate number of we	solon name has been to steem and

## Cap's Tele-Funken Release Forges Link With RCA on 45 RPM Disks

Hollywood, Jan. 18.
Capitol Records is readying a national sphash due in a couple weeks on (1) the release of the first classic content and a last summer vith Tele-Funken, German counterpart of RCA-Victor and (2) its acceptance of Victor's new 45 rpm recordings will be issued on the very cordings will be issued on the very cordinate will be very c

tive amountements to coincide.

In recent months, Capitol has been busy pressing sides from the masters shipped here last fall by Tele-Funken, in a deal that called for Capitol masters to be privilege pressings for capitol masters to provide pressings for the company of the company does come out as expected with the Tele-Funken superied with the Tele-Funken pressed them for Cap. Victor is also making its new changers for Cap (see separate story). It wouldn't be the first time Vic-

making its new changers for Capical case separate store, first time vic-tor made pressings for Capitol. Last summer, when 'Cap was en-deworing to establish a backlog of pressings of its old material, none pressings of its old material, none abroad, Victor pressed a considerable amount of them at its mid-western plant, taking a load off discovered by the control of the taken of the completion of the current material. Majority of these pressings were banked in readiness for the start of Capitol's arrange-son after the completion of the Tele-Funken deal. The British Deca deal calls only for shipment of pressings from the U. S. to Eng-nor a reciprocal arrangement. British Decca releases in the U. S

#### Carlyn, Last FB Band, Released

Chicago, Jan. 18.
Frederick Bros. agency went out of the band business last week when it gave a release to Tommy Carlyn's orchestra. He was the last of the band properties the agency represented, its toppers, such as Lawrence Welk, having switched to other organizations within the nore Lawrence Welk, having switched to other organizations within the past year or more. At one time, FB was year or more. At one time, FB was past of the "territorial hand" situation of the "territorial hand" situation of the "territorial hand" situation in the east or on the Coast. on the Coast. which was the past of the coast or on the Coast. on the coast.

Frederick operations are now concerned only with acts.

#### Carlyn's Rumored Killed

Carlyn's Rumored Killed
Long-distance wires between Chipage and maester Tommy Carlyn's
go and maester Tommy Carlyn's
frazile, last week which carlyn a
frazile, last week which carlyn and
Carlyn had been killed in an automobile smashur, while driving out
maestro's orchestra has been playmaestro's orchestra has been playmae Bros. and now los of America.

Carlyn doesn't have any idea how the rumors started.

For Loew's Music Cos. FOR LOGW'S MUSIC COS, Loew's, Inc, will consolidate the New York headquarters of its Big 3 music firms under one roof some-time during the next couple nonths. Felst and Miller firms, now occup; ing space in the Brill building, New York, will shift to the Columbia Record building, in which Robbins is situated.

Arrangement will establish the three companies on the second and third floors of the CRC structure, whereas Robbins now occupies only the third floor, Bourne Music, now on the second, will shift to space on the 5th.

## Cap Puts Major Accent on Bop: Pacts Big Roster

Capitol Records is going in exceptionally heavy for bop music and musicians, in comparison to rival major labels. In the past few weeks Cap has signed a long string of combinations and vocalists rep resenting the new style of jazz, to add to the ones already under con-

resenting the new style of Jazz, to add to the ones already under contract. Only Victor has made any additional contract on the contract of th

Mercury label.

While it has only a comparative by slight foothold in the musical scene, from an overall viewpoint, stone of the comparative by th

#### Defunct Cosmo Execs. Brokers Set for Trial On Fraudulent Stock Rap

Certain officers and directors of the defunct Cosmo Records, Inc. as well as several execs of the Wall St. investment house of E. F. Gillespie & Co., who were indicted last month by a Federal Grand last month by a Federal Grand Jury for allegedly deceiving the public in a Cosmo stock floiation, and the state of the state of the state N.X. Federal court on March J. In-setting the date, Federal Judge Sylvester J. Ryan last week point-ed out that if the deendants wished more time to prepare their case they should so state before him on Feb. 15.

Indictinent grew out of charges

BURKE TO HEAD COAST
RECORDING FOR DECCA

Hollywood, Jan. B.
Sonny Burke, was.
Sonny Burke, was.
Decca Records last week as musical director in charge of 'coard and loising money in June, 1946, nevertheless the public was indicated to linear approximately proportion of the public was incording. He replaces Morty Politic, who recently shirted control of the public was incording. He replaces Morty Politic, who recently shirted was to recording. He replaces Morty Politic, who recently shirted was provided in the public was incording to the public was in the public was

#### B.G.'s Illness Held Editor, VARIETY:

Your article (Jan. 12, 1949) on Benny Goodman was at variance

with the facts.
You state that Mr. Goodman has "been seen around New York night" spots since he quit the handstand Paramount theatre, N. Y., The truth is that Mr. Goodman was unerth in the Mr. Goodman was under the property of the propert

cold. Being a good trouper, Mr.
Goodman relieves to quit.
When Mr. Goodman left the
When Mr. Goodman left the
When Mr. Goodman left the
was on the verge of a collapte. He
was taken home and put to bed.
The Paramount thetire was called
Shapiro was available. A message
was left with the person was
left with the person who answered the phone advaing that
all probability would not be able
to appear the next day. Mr. Goodman
all probability would not be able
to appear the next day. Mr. Goodman
was confined to bed Sunday, Monday and Tuesday, when he was adthe next morning. Mr. Goodman
was confined to bed Sunday, Monday and Tuesday, when he was adreturn home to California as the
best step for a quick recovery. He
has never been more pleased with
has never been more pleased with
as never been more pleased with
of abandoning his group.
Weisman, Grant & Jaffe,
Weisman, Grant & Jaffe,

Weisman, Grant & Jaffe,

Goodman Returns East
Hollywood, Jan. 18.
Benny Goodman planed back to
New York.
New York.
New York to
New York to
his band, scotching reports he was
breaking up because of ill health.
Before leaving he assured MCA
he'd be on hand for scheduled
opening at Flamingo. Lás Vegas,
Jan. 27, would fill out three weeks van. 21, would hil out three weeks of one nighters before opening Pal-ladium here March 1. Gene Krupa follows Goodman into Palladium April 5 for five weeks.

## CRC-RCA RPM Tiff May Turn **Up Free Players**

Record people confidently expect to see the situation between Columbia Records and RCA-Victor over their respective new recording developments reach the point where the buying public will be able to secure the players of each able to secure the players of each for practically nothing. Last week, for example, the Microgrove LF player made for Columbia's product by Philco, was being advertised at \$19.95 for the player plus a. batch of disks, which combined ordinarily would sell for close to \$40. That's a start.

Columbia's ideas of course are obvious. They want to get as many of their 33½ rpm players in record buyers' hands before Victor's changer hits the market, of the columbia of price of the LP player last week. Victor, incidentally, says it has between nine and 12 radio set manufacturers ready or already in the process of building combination sets that are equipped with 45 rpm turntables. One has been rumored as building a console that will contain all three turntable speeds, from CRC's 3314, Victor's 45 up to the standard 78: Capitol Records, incidentally, is

45 up to the standard 78:

Capitol Records, incidentally, is set to market 45 rpm changers which will be supplied by Victor. It's not known for certain, but it's assumed that Capitol will place to the control of the

## Se Illness Held Key to Theatre Walk S-B Test Suit vs. SPA Looms On Ownership Rights to 'Dreamer'

#### D.C. Juke Box Owners Reelect de La Viez

Reelect de La Viez,
Hirsh dt La Viez, of the Hirsh
Chin Machine Corp., was reelected
Corp., was reelected
Washington, Music Guild, organization of juke box owners and operators in this area. Jack Kaplan,
Music Supply Co., was chosen
of Floneer Novelty Co., secretary
and treasurer.
Organization pledged \$2.500 to
the Boy's Club of the Metropolitan
to be installed in the various police
Boy's Clubs in the city.

## Moody's London **Decca Post Stirs** Severance Talk

Decea Records last week named Watter R. (Wally) Moody as its English representative, headquartering in London. Move came as a distinct surprise to recording circles and the second of t

stuon to Decca here and other U.S. firms. On the other hand, Britis Decca is greened made to the control of the

#### MCA in a Stew Over Goodman's Scheduled Palladium Date on Coast

Benny Goodman and Music Corp. of America are in quite a dither over B.G.'s projected open ing at the Palladium Ballroom, Hollywood, March 1. Dispute is over whether or not the maestro the maestro okayed the idea of going into the spot. MCA says he did and B.G. says he dldn't. Meanwhile, the cy had advised the Palladlum that the deal was okay and is now in the middle.

Elliot Wexler, Philadelphia recording distributor and personal manager of Benny Goodman, admits that he okayed the Palladium date to MCA. Then, after going over the deal with B.G., it was decided not to take the date.
MCA was advised of the change of
stance, but in the meantime had
advised the Palladium that it was
set. Situation has developed into
quite a tussie.

Shapiro-Bernstein is threatening to launch what could become a test uit against the new Songwriters Protective Assn. contract. Disquite between the publisher and the between the publisher and the constraint of a comparatively minor clash between S-B and the George Simon company over the song "Dreamer With, a Penny," included in the With as Penny," included in the work of the State of the Stat

in New York Saturday (22) night. The song, writing by Alan Roberts and Lester Lee, was originally placed with Columbia Pictures. That farn is in a three-way parts. The farm is in a three-way parts. Records in Mood Music. Columbia placed the tune in Humphrey Boarts 'Knock On Any Door' film, but it was subsequently withdrawn, but it was subsequently withdrawn, ease on the tune. Meanwhile, when it was first accepted for the film. Shapiro had signed the writers to a regular SPA contract, seppact. This was never cancelled, it's claimed.

However, due to a mixty at S-B.

However, due to a mixup at S-B office, its SPA contract on the tune, dated Sept. 30, 1947, was never filed with the SPA. The latter organization demands that such ter organization demands that such agreements be ratified and coun-ter-signed by SPA excess before they are in force. Simon filed his SPA pact on the tune Jan. 7 last, and Shapiro filed a few days later. But SPA wouldn't accept the Sha-piro contract, pointing out that a spiro contract, pointing out that a Simon.

prior agreement was on file from Simon.

It's Shapiro's contention that the terms of the SPA basis consistency of the SPA prior to th

## Music Jobbers' Sales Upbeat

Music jobbers have felt a stir-ring in music sales during the past week or 10 days. Total business figures have crept upward from the pre-Xmas marks, during a per-riod that normally brings a lull. January and early February have always been slow, the same as it is in most luxury item buying.

is in most luxury item buying.

It's pointed out that there are a number of good songs on the best-seller lists, which accounts for the increasing interest of music users. However, the pickup in sales is not confined to the six top tunes. Some of the control of

#### RCA CONVERTS NOBLE OLDIE INTO HUB PLUM

Boston, Jan. 18. Boston, Jan. 18.

RCA-Victor may have drawn a plum out of an unusual bit of doctoring done on an old recording by Coriginally the disk carried a vocal by Al Bowly. But Victor made it a quartet vocal by superimposing a trio over the Bowly voice. They gave pre-release copies to Bob Clayton, local disk podecy.

Clayton, local disk jockey.

As a result of Clayton's plugging of the disk distributors here
have been plagued by requests forments totalling 14,000 disks to
take care of the demand. This
despite fact that the disk hasn't,
been released. It originally was
cut in 1935 (Noble is now with

9

All Rights Reserved)

ASCAP
ASCAP
ASCAP
(Copyright Variety, 144. A

Leeds

Tarra Ta-Larra Ta-Lar Galway Bay Bluebird Singhg in My Heart

Decca

What Did I Do.

Sinatra-P. Baney
M. Haynes-Andrews Sis Decea
Doris Day
Johnny Desmond
Grafton
Grafton

Doris Day

Johnny Desmond Anne Shelton Bing Crosby

F. Sinatra-P. Bailey

Pic ASCAP
Miller ASCAP
Irving CaesarASCAP
Sinatra ASCAP
Triangle ASCAP

ASCAP ASCAP ASCAP ASCAP ASCAP BMI

0.0 Ï

ġ **‡** KING

ville Den-Balti-

> 2 F

San Ant.

D. C. omo ha

S.

Phoe-

Cincy Syra-Mem-S. F.

ģ ģ 4 ÷

York

Š TAAW

WEEK

ENDING JAN. 15

HOHAN HOLKHO

Paul Roberts-WFBM

Iarvin Ellin-WCAO

10c. Grady-WPEN

i Kaulman-KCOR

Bob Kennedy-WHB

DICK CHPCLC-KIXL

Art Green-Walle

# Kecord

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

MRIETY

,

ograms, as "most requested" by me gathered from disk-spinners records rising in popularity as e basis of 10 points for a No. 1 . Cities and jockeys will sary it of all sectors of the country. useners. This compilation is based on information across the nation and it designed to indicate those remeit as those on too. Ratings are computed on the 1 mention, 9 for a No. 2, and so on down to one point uncer to usek to present a comprehensive picture or Veekly chart of i

Song Pub
A Little Bird Told Me....Bourne Evelyn Knight ... Dinah Shore ... Pos. No. last weeks wk. in log

| Bidgoor all Brown
| Discovering | Brown
| Con a Stow Boat to Chim Meleon ASGAP
| My Draible My Discovering | ASGAP
| Foreign | Berlin ASGAP
| Foreign | Control of Chim | ASGAP
| Foreign | Control of Chim | ASGAP
For New Pines	Asgar
My Draible	ASGAP
For New Pines	Asgar
My Draible	ASGAP
For Away Pines	Asgar
My Draible	ASGAP
So Titled Far Away Places	
My Darling, My Darling
Far Away Places Evelyn Knight Decar.

Dinah Shore Columbia.

Asy Kyer Columbia

Jo Stafford-G. MeRae Capitol.

Les Brown Columbia. Capitol Columbia Decca Evelyn Knight
Margaret Whiting
Doris Day-B. Clark

The Pissey-Crt Sort Leeds ASCAP
Down Atmost Sheltering Palms, Miller ASCAP
The Pissey-Cat Song Leeds ASCAP
A Liffe Blaf Fold Me Bourne AVUAP
Buttons and Bows Famous ASCAP

Brother Bones Kay Starr

12

..... Remick ... ASCAP

Melody Lane BMI
Santly-Joy ASCAP
Shapiro-B ASCAP

I Love You So Much It Hurts

Lavender Blue You Were Only Fooling

London. Victor Wictor Capitol

Until So Tired

Columbia

Shapiro-B ASCAP Dorsey Bros ASCAP

Glenmore ASCAP Santly-Joy ASCAP

Wizell Shapiro-B

Lavender Blue
Maybe You'll Be There.
In My Dreams
You Were Only Fooling.
That Red Head Gal

Benny Strong. Dinah Shore.... Gordon Jenkins Sammy Kaye. Blue Barron... Tommy Do 24 24C 28

.

Evelyn Knight Buddy Clark Jo Stafford Art Limd 22

ASCAP

My Darling

My Darling, Buttons and

ASCAP

Cuanto Le Gusta Peer-Inter BMI
I Only Have Eyes for You Remick ASC
Again Robbins ASC

Decca....C

Decca....

Brush Those Tears. PeterMaurloeASCAP
Here I'll Stay Chappell ASCAP
Walking With My Shadow. Johnstone-M BMI
Perever and Ever. Robbins. ASCAP

Decca....

Decca... Capitol . Decca.

M-G-M

A Little Bird Told Me.....

44 

The Control of the Control of the Pains-Oil Stare

To Wilshibs. Lee London The Pains-Oil Stare

Stady Chee Columbia 175 aw Wordertul World

Baddy Chee Columbia 175 aw Wordertul World

Baddy Chee Columbia 175 aw Wordertul World

March 1959 Control of the Columbia 175 aw Wordertul World

March 1959 Control of the Columbia 175 away Shale Shift

March 1959 Control of the Columbia 175 away March 17 Evelyn Knight C. Miranda-Andrews Sis Freddy Gardner

#### Bands at Hotel B.O.'s Jolson Cuts Special

Rand Hotel Weeks	Covers Total Past Covers	
Band Hotel Played Emil Coleman* Waldorf (400; \$2)	2.075 9.525	
Gardner Benedict* New Yorker (400; \$1-\$1.50) 6		here of "Brother Can You Spare
Guy Lombardo Roosevelt (400; \$1.50-\$2)		a Dime" for the March of Dimes
Frankie Carle Statler (450; \$1.50-\$2) 3	1,700 4,300	campaign. His disking for Decca
		followed the granting by E. Y.

\* Waldorf, Mario & Floria, Jimmy Carroll, New Yorker, ice revue. Chicago

a Dime for the March of Dimes campaign. His disking for Decca followed the granting by E. Y. (Yip) Harburg, composer, of permission for the writing of special lyrles. Isham Jones did them. Chicago
Barclay Allen (Empire Room, Palmer House: 550, \$3.50 min., \$1
cover). Evelyn Knight, McCatthy & Farrell, Landre & Verna big 4,100.
Fack Fina (College In., Sherman, 500, \$2.50-835.0 min.). Salute
to Gershwin' still big draw. Lash 3,000.
Frankle Master (Boulevard Room, Stevens, 650, \$3.50 min., \$1 cover).
Continues as transient gathering place with fine 3,600.
Henry Branden (Marine Room, Edgewater, 700, \$1.20 cover). Replaced Leighton Nöble Fri. (14). Nice 3,000.
Don Reld (Wahut Room, Bismarck; 300, \$2.50 min., \$1 cover). Swiss
Chalet becomes main spot here next week. Walnut Room so-so 1,700. All concerned with the recording are donating services and some 2.500 copies of the disk are being shipped to disk jockeys all over the country to plug the Dimes event.

Los Angeles

Carl Brisson, Freddy Martin (Ambassador, 900; \$1.50-\$2). Good Jan Garber (Blltmore, 900; \$1-\$1.50). Okay 3,200.

#### Location Jobs. Not in Hotels

Cee Davidson (Chez Paree, 500, \$3.50 min.). Ted Lewis show faring high n'mighty; big 5,500.
Eddle Howard (Aragon, \$1-\$1.15 adm.). Continues socko in third

week with 18,000,
Art Kassel (Blackhawk, 500; \$2.50 min.). Conventioneers like it here.

Lawrence Welk (Trianon, \$1-\$1.15 adm.), Danceable tempos keeping ticket takers busy. Sweet 16,000.

(Los Angeles)
Tex Beneke (Palladium B., Hollywood, 4th wk.). Okay 7,500.

#### SAMMY KAYE INTO **BOWLING ALLEY BIZ**

Sammy Kaye is going into the bowling alley business as a side-line to his bandleading and music publishing activities. Maestro has leased a building in Lakewood, O., a suburb of Cleveland, in which will be built a string of 18 alleys. Discussions are going on currently with Brunswick-Balke for the In-Detted, Digits With AID
Chicago, Jan 18.
Riding on the crest of approximately 1,000,000 copies of "Little
Bird Told Me," Evelyn Knight renewed her contract with Decca
Records last week. She also inked
with Associated Transcription
Service for 60 new tunes.
With "Little Bird" continuing its
With "Little Bird" continuing its

with Brunswick-Baike for the in-stallation.

Kaye is native of the Cleveland a rea. He was born in Rocky River, another suburb.

Singer is now at the Empire Room, Palmer House, here.

#### **Exec Lineup to Free** Self for O'Seas Ties

Peer Music Enterprises prexy, Hollywood, Jan. 11.

Peer Music Enterprises prexy, Holly S. Peer, revised New York Conference of the Confere

treasurer.

Shake-up indicates concentrated personal supervision by Peer of his foreign offices from his headquarters in Hollywood. Since September he has been on globe-girdling trip, conferring with reps in his London, European and Australian offices.

#### Tops of the Tops

Retail Disk Seller "A Little Blrd Told Me"

Retail Sheet Music Seller "Buttons and Bows"

"Most Requested" Disk "A Little Bird Told Me" Seller on Coin Machines "A Little Bird Told Me"

## RH Tele-Log

**'Brother'** Disk for Dimes Following is tabulation of song performances on New York television networks NBC, CBS, ABC and Dullont. They are based on ratings of seven top shows: Texaco (Milton Berle 30; Chesterfield (Arthur Godfrey) 59; Emerson ("Toast of the Tolon") 59; Cheevolet, 30; Kraff, 30; Chesterfield (Perry Como) 25; Arrow Shirt, 25.

Week of Jan. 6 to Jan. 12
Here I'll Stay-*"Love Life"-Chappell
A Little Bird Told Me-Bourne
On a Slow Boat to China-Melrose
I Love You So Much It Hurts-Melody Lane
Far Away Places-Laurel
Cuanto Le Gusta-Southern
The Pussycat Song—Leeds
My Darling, My Darling-4"Where's Charley"-Morris
Maybe You'll Be There—Triangle
Pretty Baby-Remick
Say It Isn't So-Berlin
That Certain Party-Bourne
You Were Only Fooling-Shapiro
Until-Dorsey Bros.
Red Roses for a Blue Lady-Mills
For You-Witmark
Lavender Blue-1"So Dear to My Heart"-Santly
Lillette—Jefferson
Down Among the Sheltering Palms-Miller
The Money Song—Crawford
Buttons & Bows—†"Paleface"—Famous
What Did I Do-t"When My Baby Smiles"-Triangle
It's a Big Wide Wonderful World-BMI
Sunflower—Famous
Once in Love With Amy-*"Where's Charley"-Morris
Green Up Time-*"Love Life"-Chappell

#### Dailey Sets Top Bands For Meadowbrook Dates

For Meddownfook Dates
Frank Dailey has set a string of
top name bands to play his
Meadowhrook, Cedar Grove, N. J.,
between now and the spot's annual
summer hiatus, usually beginning
July 4. He has completed negotiations to bring in Charlie Spivak,
Frankle Carle, Sammy Kaye and
Jimmy Dorsey in that order. Spot
hasn't had a collectude with sung
bands of that callier they are.

bands of that callbre in years.

Art Mooney is current at Meadowbrook. He'll be followed Feb.
18 by Ray McKinely for his second
shot at the spot within two months,
Spivak on March 28; Carle, April
15 or May 5; Kaye, May 17; and
Dorsey, on June 5. In the event
Dailey can secure a band suitable
for the usual 10-week layoft period
it's possible he will not close for
the sunnier.

#### MCA UPS COAST BAND HELP TO 10 HANDS

Hollywood, Jan. 18. With Larry Barnet, national director, remaining here for another two months to oversee activities, Music Corp. of America's local band department, under Eames Bishop, has been enlarged to 10, including Hershey Martin, who moves over from nitery booking.

moves over from nitery booking. Lee Carroll, who formerly operated a travel agency, moves in replacing Hall Howard, who shifted to Dallas where he'll split activities with Norman Steppe. Also new are Bill Stringfellow and Laverne Boyer, an ex-shaioneer. Others in the department are should by the property of the strength of the stren

#### VARIETY

## Glass Hat, N. Y. (BELMONT PLAZA HOTEL)

**Evelyn Knight Renews** Decca, Signs With ATS

Ames Bros. (4), Bert Stone, Mary Jane Brown, Eddie Stone Orch, Al Castellanos Orch; \$3.50 minimum.

The Belmont Plaza hotel's Glass Hat has attained a reputation among performers as being one of the more difficult rooms to play. Top acts have every reason to brag when a pair of encores are attained, but a show-stop is a rara avis in these environs. This feat avis in these environs. This feat was accomplished at the opening night of the current layout when the Ames Bros., a song quartet, achieved such reception.

The lads, who started out a few years ago as the Amory Quartet at Leon & Eddie's, N. Y., have pro-gressed to the point that indicates intentialities for the potentialities for the upper strata of performer ranks. They still excel in spirit is. Although

a show-stop is a rara avis in these environs; 4 4 7 4 2 AMES BROTHERS

Coral Record Hits

YOU, YOU, ARE THE ONE MORE BEER!

FAR AWAY PLACES LORELEI

I'M JUST WILD ABOUT HARRY GOOD FELLOW MEDLEY

MUSIC CORPORATION OF AMERICA

LONDON . NEW YORK . CHICAGO . SAN FRANCISCO . BEVERLY HILLS . CLEVELAND . DALLA.

8

HOLLYWOOD AGENCY ADAMS RERLE



## RETAIL SHEET BEST SELLERS

Music

Pacific

Preeman

Carl Fischer

පි

Supply

Music

Homeyer Ä.

ż

ő

Schmidt :

ප්

Music Music

Jenkins Capitol Music

Pearson

Charles SL

ô

VARIETY Survey of retail sheet music sales, based on reports obtained from leading stores in 11 cities and showing comparative sales rating for this and last week.

National

Week Ending

R	ating	JAN. 15	K	. og	A.	F.	g,	oui	10	Ina	Sas	6	ea.	N
	Last wk.		New	Chie	Los	San	Boston	St.	Phillad	Indian	Kansas	Seattle	Minne	S
1	1	"Buttons and Bows" (Famous)	2	1	-1	. 2	3	1	8	.3.	1	1	1	97
2	2.	"On a Slow Boat to China" (Melrose).	5	- 5	. 3 .	1	. 2	-2	4	7	2	2	2	79
3.	6	"Far Away Places" (Laurel)	1	3	5	7	. 1	7	2	1	5	7	- 5	77
4	3	"My Darling, My Darling" (Morris)	6	6	2	3	6	3	5	5	3	6	6 .	70
5	4	"A Little Bird Told Me" (Bourne)	3	2	. 4	4		4	3	2	6		8	63
6	5	"Lavender Blue" (Santly-Joy)	7	- 4	6	6.	.7	6	. 9	.8	4	.3	4	. 57
7	7	"You Were Only Fooling" (Shapiro-B)			8	5	. 9	- 5	7	6	9.	8		29
8	8	"Galway Bay" (Leeds)			.10		. 5	9				5	3	23
9	10	"Cuanto Le Gusta" (Peer-Inter)			7	. 8		8		9	7			18
10	14	"Powder Your Face" (Lombardo)	4	1.			4		10			٠.,		. 15
11	9	"Until" (Dorsey Bros.)	·	7	·	9	3.1	10			- 8	٠	7.	14
12A		"So Tired" (Glenmore),	8							4				10
12B	7.	"Again" (Robbins)							1		64			10
13.		"Gloria" (Rene)					1.			12.		4	10	. 8
14	12	"Among Shelterine Palme" (Milier)							-4	7-				7

# VARIETY SONG CAVALCADE (Musical-Historical Review: 1800-1948)

Compiled for VARIETY

By JULIUS MATTELD

By JULIUS MATTELD

(Copyright, Voirse, Inc. All light Reserved)

(Lagends and other basic background information, estuadous to the compiletion and presented on, appeared in the Oct. 6, 1928, Jusu when the Voriety Song of the Copyright of the

Cradle's Empty, Baby's Gone, w., to a serve and the second of the serve and the second of the serve and the second of the second

Highlights of the era now coming into bloom included the mandolin, and include the mandoling of the mandoling

on East 14th St., N.Y., as a variety house. He was an ex-minstrel, circus performer, and come vocalist. When he launched his new venture, variety was the prevalent enter-tainment, and Pastor soon was one of the foremost exponents, Later he turned to vaudeville.

he turned to vaudeville.

James Abram Garfield became
president, was assassinated by
Charles Guiteau, and Chester Alan
Arthur succeeded him.

was founded with Clara-Barton,
American nurse, philanthropist and
teacher, in charge. Largely through
her efforts, the Red Cross is a
peacetime, as well as wartime, or-

peacetime, as well as wartime, or ganization.
Negro education received a stim-neyro doubtle blocker with a stim-tion's founding of Tukegege.
The U. S. Lawn Tennis Assm.
Adolph Straser and Samuel Gompers, both cigar makers, uni-de the disgrunted elements of the decidence of the stim-tion of the stim-less of the stim-tion of the stim-less of the stim-tion of the stim-s

Life, the humor magazine, was rst issued.

(Continued next week's issue) Discovery Inks Raye

Hollywood, Jan. 18.

Discovery Records has inked
Martha Raye to a three-year exclusive waxing pact calling for a
5% royalty and \$1,000 advance on
each platter. Phil Moore will backstop on all etchings.

First stint calls for six sides.

Fontaine Sis to RCA

ROA-Victor last toek added the Fontaine Sisters to its talent roserons and the Fontaine Sisters to its talent roserons and the sister of the Fontaine Sisters to the cords in a dispute over the collarge of a new contract. Fontaines, a trio, occupy a spot on Perry Como's Chesterfield broadcasts, Victor also took on Shorty Long, a tree artist.

CAP GRABS RUGOLO AS **BOP MAESTRO IN EAST** 

Pete Rugolo, arranger for the disbanded Stan Kenton orchestra, has been named musical conductor for Capitol Records in the eastern territory. He'll supervise bop and juzz sessions and will assist Waiter Rivers, head of Cap's artists and Rivers, head of Cap's artists and Rivers of Cap's and Rivers of Cap's and Rivers of the company just as is Rivers to Jim Conkling, head of all artists and repertoire.

Capitol is solve in solve in the cap's and respective. territory. He'll supervise bop and

and repertoire.
Capitol is going in heavily for
bop and in that phase is where
Rugolo will come in handy. He
wrote the majority of the "progressive jazz" arrangements which
Kenton featured.

#### Chi's Music Bowl Hopes To Recoup With Hampton Chicago, Jan. 18. Music Bowl, loop bistro on site

of defunct China Doll and Latin Quarter, is struggling to keep its head above water, with high-build-eted floor shows build around name jazz artists. Spot opened Dec. 23, with no cover or admission, billing Mildred Balley, Dorotty Domps-the State of the State of the State New Year's Eve brought soos bly, with spot still hoping for big returns in post holiday period, den tarrier well, but fact, that sind expect the promotion of the din-served the Stilhouette, norther worked the Silhouette, norther worked the Silhouette, norther worked the Silhouette, norther worked the Silhouette, norther orther of the Stilhouette, norther worked the Silhouette, norther worked the Silhouette, norther orthers and the still of the still worked the Silhouette, norther works at more than \$5.00 per weeks at more than \$5.00 per weeks at more than \$5.00 per weeks at more than \$5.00 per head above water, with high-budg-

From the Current WALT DISNEY Hit Picture

A Beautifui Ballad

#### SO DEAR TO MY HEART

SANTLY-IOY 1619 Broadway New York 19, N. Y. EDDIE JOY, Gen. Pref. Mer.



PAUL DIXON

on WCPO—Cincinnoti feature

Forever and ever

DARDANELLE

And Her MEN OF MUSIC

Just Concluded TEM MONTHS

SHERMAN HOTEL, CHICAGO

Storting Janeary 19

PARK SHEBATON HOTEL, N. Y.

(Figmerly Park Castral)

Exclusive Management ASSOCIATED BOOKING CORPORATION

JOE GLASER, Pres. Now York Chicago Beverly Hills 745 5th Avc. Pl 9 4600 203 146. Wat day M. R. F. Bry. Wil, Hot

Good-Bye, w., G. T. Whyte-Metville, m., Francesco Paolo Tosti, London; Ricordi [1881]. Am Cemins. Hymn, w. Helen Jam Cemins. Hymn, w. Helen Cop. 1887, m., tro David Sankey. Cop. 1887, w. T. Sankey. Cop. 1897, w. Edward Harrigan, David Barhanu. Wm. A. Prade Dully's Cart Geyauther Soverelenty, w., Edward Harrigan, David Barhanu. Wm. A. Prances Richard Lander, W. Tony Pastor started his well-re-membered Tony Pastor's Theatre

#### 'RH' Logging System

Richard Himber's neis development in logsing broadcast performances lists tuncs in the survey, based on four major network schedules, the survey based on four major network schedules, the substitution of the survey of the surv

Week of January 7 to January 13

		Tota
Seng	Publisher	Pts
A Little Bird Told Me-	Bourne	240
My Darling, My Darling	-*"Where's Charley"Morris	195
Buttone & Rows-+ "Pal	eface"—Famous	185
So In Love-*"Kiss Me	Kate"-T. B. Harms	180
By the Way t"When M	y Baby Smiles At Me"-BVC	
On a Slow Boat To Chli	na—Melrose	
You Were Only Fooling	-Shapiro-B	120
Here I'll Stay-"Love	Life"—Chappell	119
Far Away Places_I aur	el	
swender Blue_+"So D	ear To My Heart"-Santly	
to the Market Place of	Old Monterey-Shapiro-B	
Galaxan Box Toods	old Monterey—Shaphro-B	11
Calway Bay Leeus		11
For Journa the Chalt	ering Palms—Miller	10
Down Among the Shert	te With Judy"—Southern	10
Cuanto Le Gusta Da	n My Baby Smiles At Me"—Tri	9
	& Range	
Say it Isn't So-Berlin		8
Tara-Talara-Tala-Oxio	rd	8
Brush Those Tears From	m Your Eyes—Leeds	
A Bluebird Singing in I	My Heart—Advanced	7
Until-Dorsey Bros		
My Own True Love—Pa	ramount	7
Hold Me—Robbins		7
Powder Your Face With	n Sunshine—Lombardo	
Bella Bella Marie—Lee	ds	6
I Got Lucky In the Rain	-*"As the Girls Go"-Sam For	K 6
That Certain Party—Bo	ourne	6
	eep Me Warm-Berlin	
One Sunday Afternoon-	-Remick	6
Down By the Station-A	m. Academy	6
I Love You So Much It	Hurts-Melody Lane	6
Suffday In Old Santa F	e-Pemora	5
Pretty Baby-Remick .		5
You. You. You Are the	One-Campbell	4
It's a Big Wide Wonder	ful World—BMI	4
	st-Spitzer	
Maybe You'll Be There-	Triangle	4
Senorite_t"Kiccing Re-	ndit"—Feist	4
Look Un Datman		4
Croon IIn Time Not or	ve Life"—Chappell	4
Bandawone With a Post	e—Jay-Dee	4
Cunflower Femous	c—day-Dec	
Cay Comothing Cwest T	o Your Sweetheart—Mills	
The Money Cong Cong	ford	
beyond the Purple Hills	s—Goldmine	
One has My Name—So	utnern	
		2
Too Much Love—Harm		2

Arthur Goeffrey Music Corp-chartered to conduct a music con-lishing business in New York, with 200 shares of capital stock, no par Godfrey, T. Newman Lawler and Arthur F. Driscoll. Bach holds on

A DREAM OF A LULLABY

CORP OXFORD MUSIC

TONY YOU STARTED

SOMETHING" ROSEMARY CLOONEY

COLUMBIA RECORD 38297

## I'M IN THE MOOD **FOR LOVE**

Music by ... JIMMY MeHUGH ROBBINS

close a deal uniting Harry War-ren and Mack Gordon as a songwriting team. Tunesmith duo would be teamed also in their own pubbery under the Robbins-Feist-Miller banner.

Gordon previously had his own pubbery with Bregman-Vocco-Conn. Warren has been with Metro. Josef Myrow, Gordon's co-writer, remains under BVC pact.

#### ASCAP's First Postwar Powwow for Field Men

I OWWOW 10T FIGHT INER.

American Society of Composers,
Authors and Publishers will stage
a convention of its field men in
New York the week of Jan. 31.
I'll be the first gathering of the
field staff since 1942, before the
war halted such activity. Actual
number of men coming in Isn't determined, but it will range around
60 to 75. There are 25 ASCAP field
offices.

offices.

Since a fair number of the visitors will be making their first visit to the Society's N. X. offices thaving joined since the last convention), ASCAP excess are arranging tours to show them the workings of the organization from top to bottom.

SALT LAKE JOCK MAESTROING

SAIT LAKE JOCK MASSIMUMS

Salt Lake City, Jan. 18.

Al "Jazzbo" Collins, KNAK disk
cickey, is working as a maestro at
the Dixieland. a Savoy-like ballcom here. He's a guitarist.

Collins brought his group togener amonth ago and not the
Dixieland job atter to mad "turnmayer" at the gate. He followed
Jack McVee's band.

The combine Denvetite Pete Pe-

The combo: Denverite Pete Peterson, plantst. bass. "Dey" Jennings, a 1948 Olympic ski star; drummer, Don Heath: localite guitarist Bob Gray; and Jack Clark, tenor sax.

#### Harris Riled at London On 'Angelus' Release Date

Attorneys for Chas. K. Harris filed the usual threat of an infiled the usual threat of an in-fringement suit against London Records last week for jumping a Feb. 1 release date of the song, "While the Ancelus Was Ringing," While the Ancelus Was Ringing," burned over the release of the disk to the point where it has barred the disk's use from the air until the proper time. London's record-ing is by Anne Shelton,

ing is by Anne Shelton. What made London's early re-lease bothersome to Harris is the callber of disks by rival com-panies. Tommy, Dorsey did it for Vetor, Frank Sinatra for Colum-bia, Margaret Whiting for Capitol, and Margaret Whiting for Capitol, and, Mercuny, and Johnny Desmond, McG-M. Tune, a French melody by Jean Villard, with Eng-lish lyrics by Dick Manning, is known overseas as "Les Trois Cloches." Jerry Johnson is South-ern's professional imanger.

#### SADERUP EYEING TO'S CASINO GARDENS LEASE

Hollywood, Jan. 18. Deal is cooking for Gordon "Pop" Saderup, operator of the Aragon Ballroom, to take over Aragon Ballroom, to take over Tommy Dorsey's lease on Casino Gardens, located nearby. Batoneer's lease on the place still has some six years to run and it's understand he wants \$150,000—amount covering some \$125,000 in refurbishing he's done stnee he took over the spot-four years ago.

in refurbishing he's done since he took over the spot four, years ago.
Saderup's lease at the Aragon 30 days notice. However, he has some \$40,000 worth of equipment in the terpery and unless he can dispose of it (Casino altrady being stay where he is. Trouble with present location is owner Charles Lick's Insistence that terpery remain lighted six nights weekly in adjacent abusement pler which the brewer also owns. Saderup has been losing coin lately on the full-week operation. Casino, on the cently on a three-day weekend proposition and made a profit.

Harry James starts a series of

ABE OLMAN DEAL TO
UNITE WARREN-GORDON
Hollywood, Jan. 18,
Abe Olman is reported set to takes over the lease.

Abe Olman is reported set to take over the lease.

## Songs with Largest Radio Audience

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

	Survey Week of January 7-13, 1949	
	A Bluebird Singing In My Heart Advanced	
	A Little Bird Told MeBourne	
í	Bella Bella Marie—†"Melody Man" Leeds	
	Bouquet of Roses	
	Brush Those Tears From Your Eyes Leeds	
	Buttons and Bows-†"Pale Face"Famous	
	By the Way-1"When My Baby Smiles at Me"BVC	
	Cuanto Le Gusta "Date With Judy" Southern	
	Down Among the Sheltering Palms Miller	
	Far Away Places	
	For You	
	Golwey Ray Leads	
	Here I'll Stay-*"Love Life"	
	Hold Me	
	I Got Lucky In the Rain-*"As the Girls Go" Fox	
	I Love You So Much It Hurts	
	In the Market Place of Old Monterey Shapiro-B	
	Lavender Blue—!"So Dear To My Heart" Santly-Joy	
	Tavelider blue- So Dear 10 my near Santy-Joy	
	Little Jack Frost Get Lost Spitzer	
	Look Up Patmar	
	My Darling, My Darling-"Where's Charley" Morris	
	On a Slow Boat to China	
	Powder Your Face With SunshineLombardo	
	Rendezvous With a Rose Jay-Dee	
	Say It Isn't SoBerlin	
	So In Love-"Kiss Me Kate" T. B. Harms	
•	Tara Talara TalaOxford	
Ì	That Certain PartyBourne	9
	Until	
۰	What Did I Do-+"When My Baby Smiles" Triangle	
•	You Were Only Fooling Shapiro-B	
1		

The remaining 26 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 Purple Hills	
Down By the Station	
Girls Were Made To Take Care Of BoysRemick	
Hair Of Gold	
It's a Big Wide Wonderful World	
I've Got My Love To Keep Me WarmBerlin	
Lillette	
Marke Voull De Thore	
Maybe You'll Be There Triangle Money Song Crawford	
Money Song	
My Own True Love	
Night Has Thousand Eyes—†"Night Has Eyes" Paramount	
One Has My Name Southern	
One Sunday Afternoon-"One Sun: Afternoon" Remick	
Pretty Baby Remick	
Say Something Sweet To Your Sweethcart Mills	
So Dear To My Heart- "So Dear To My Heart" Santly-Joy	-
Sunday In Old Sante FePemora	
Sunflower Famous	
Too Much Love	
You You You Are the One	

\* Legit Musical. † Filmusical. \*\*\*\*\*\*\*\*\*\*

JACK MILLS TO MICH. CLINIC innket through Toronto and Mont-Jack Mills, prez of Mills Music, wersty of Michigan music clinic will wind up his current business where his firm has an exhibit.



Aspects of Arranging
Creating Hollywood, Jam., 18,
Creating Hollywood, Jam., 18,
Creating Hollywood, Jam., 18,
Creating Hollywood, 18,
Creating Hollyw

New scale is purely local.

#### JAMES RE-FORMS FOR EIGHT MONTHS' WORK

Liufi inuntification and the state of the st

#### DOWN AMONG THE SHELTERING PALMS

Scoring A

**Great New Popularity** MILLER MUSIC CORPORATION



MILL'S MUSIC, INC.

LAUREL MUSIC CO., 1619 Broadway, New York

#### RETAIL DISK BEST SELLERS

VARIETY Survey of retail disk best sellers, based on reports ob-tained from leading stores in 11 cities and showing com-parative sales rating for this and last week.

Week Ending National Rating JAN. 15

This Last Artist, Label, Title

New York—(Davega Si	Chicago—(Hudson-Ros	Los Angeles—(Denel's	San Francisco-(Shern	Boston—(Boston Music	St. Louis-(S. S. Kresg	Indianapolis-(Pearson	Kansas City-(Jenkins	Seattle-(Sherman-Cla	Minneapolis—(Don Les	San Antonio—(Central	OTAL POINTS
New 1	Chicas	Los A	San F	Bostor	St. Lo	Indian	Kansa	Seattl	Minne	San A	N T

EVELYN KNIGHT (Decca)
"A Little Bird Told Me".

KAY KYSER (Columbia)
"On a Slow Boat to China"
DINAH SHORE (Columbia)
"Buttons and Bows". Buttons and Bows"...
JO STAFFORD-G, MacRAE (Capitol)
"My Darling, My Darling"...
MARGARET WHITING (Capitol)
"Far Away Places" 3 2

"Far Away Places".

BING CROSBY (Decca)
"Galway Bay".

LES BROWN (Columbia)
"I've Got My Love 1-5 5 R "You Were Only Fooling"..... 13 8

EVELYN KNIGHT (Decca)
"Powder Your Face With Sunshine"
SAMMY KAYE (Victor)
"Lavender Blue" 9 10 7 10

"Lavender Blue"
C. MIRANDA-ANDREWS SIS (Deccs
"Cuanto Le Gusta"
RUSS MORGAN (Decca)
"So Tired"
MILLS BROTHERS (Decca)
"Gloria" 12 13 13 13

JO STAFFORD-G: MacRAE (Capito "The Pussy-Cat Song"...
EVELYN KNIGHT (Decca) EVELNY KNIGHT (Decta)
"Buttons and Bows".

BLUE BARRON (M.C.-M)
"Crusting Down the River".

DINAH SHORE (Columbia)
"Lavender Blue".

BLUE BARRON (M.C.-M)
"POWDER YOUR Face With Sunshine".

PERRY COMO (Victor)
"Far Away Places" 15A 13 10

15C 10 9 16 8 17A

"Far Away Places"

VAUGHN MONROE (Victor)

"Red Roses for a Blue L

PERRY COMO (Victor)

"The Pussy-Cat Sance" 8 "The Pussy-Cat Song"...

TOMMY DORSEY (Victor)
"Down by the Station"...

DINAH SHORE (Columbia)
"Far Away Place" .18 7 19A 6

5

FIVE TOP VAUGHN MONROE I CAN HEAR IT ROSES IN GIANTS OF JAZZ WORDS AND Varied Artists

ALBUMS aka Ma ... D M Frankie Carle Victor Columbia Columbia

Capitol

6

Varied Artists

M-G-W

Note in the control of the control o

#### Platter Pointers

Platter Pointers

Maxine Sullivan displays the style that made her on "Behavin Myzelf for You" (M-G-M), a good side... Piesta atmosphere permete the Reggie Goff disking of "Steet the Reggie Goff disking of the Reggi

#### RCA Pop Albums Cut To 3 Records In Order To Shave Retail Price

RCA-Victor is reducing the rec-ord content of its albums from out disks to three as a means of cutting retail prices. At the moment, the regular four-disk popment, the regular fourment, the regular fourment fourment, the fourment fourm four disks to three as a means of

#### RCA'S FOURTH QUARTER ROYALTY COIN UP

RCA-Victor's fourth quarter royalty statements to music publishers was up slightly over the previous quarter. Third three-month payment of 1947 had been approximately 40% lower than the total coin disbursed for the corresponding period of 1948, indicating the sharp drop of sales during 1947 from the wartine boom period.

Victor's fiscal year ends Dec. 1 and it gets its statements out within five weeks. Other companies run their year from Jan. 1 to Jan. 1 and usually take six weeks to deliver



TERFIELD SUPPER CLUB

(Dilly Dilly) Santiy-Joy, Inc. 1619 Broadway, New York

Start off the New Year with this big novelty hit.

DANA RECORD NO TOBIAS and LEWIS 1650 Braadway, New York



FOREVER and even

Presenting a Smash Hit from a Great Show ... "ALL FOR LOVE"

Produced by SAMMY LAMBERT and ANTHONY B. FARRELL

Opening New York, Jan. 22 MARK HELLINGER THEATRE

# ΉΑ

By ALLAN ROBERTS and LESTER LEE

GEORGE SIMON, INC.

New York-HARRY SANTLY

Hollywood-SIDNEY GOLDSTEIN

## MCA Negotiating Deal to Take Over Grade Agency as London Branch

Negotiations are understood to under way between Music Corp. America and the Lew Grade gency of this city for takeover the agency as a branch office MCA. Grade is expected to go New York shortly to complete e deal.

A New York shortly to complete the deal.

It's reported that MCA had ofthe deal of the d

#### **BOLES' BRITISH SUCCESS** INSURES FALL REPRISE

INSUREN FALL REPRINE
London, Jan; 11.
John Boles completes his sixmonth British stint, which include
an eight-week season at the Palmonth British stint, which include
an eight-week season at the Palmonth Pattish stint, which include
as a London nabe vaudeville house,
the Wood Green Empire, and salis
for home Feb. Trials trip, which
Boles round-British of Emgland
British and State of Emgland
British and State
British

#### Nitery Cashier Robbed On Way to Bank

Un Way to Bank
Havana-Madrid, N. Y., weekend
receipts of \$5,500, were hoisted
Monday (17) by a pair of holdup
men. Catherine Niglia, cafe's
bookkeeper, was accosted by the
armed pair as she was leaving the
mitery's lobby to deposit the coin
in a bank.
Police believe it was an inside
Joa and an investigation has been
started.

#### SOPHIE TUCKER FETED ON HER 62D BIRTHDAY

ON HER 62D BIRTHDAY

Mismil Beach, Jan. 18.

Sophie Tucker celebrated her

Edd birthagh, Jat week (13) and
the whole town turned out for the

Sindig thrown for her by her son,

shindig thrown for her by her son,

shindig thrown for her by her son,

betel here, as his Robert E. Lee

betel here, as his Robert E. Lee

Everybody in town was there to

folicitate the indefatigable show

inith club toppers, including Joe

E. Lewis, Jackie Miles, Dean Mar
nith club toppers, including Joe

E. Lewis, Jackie Miles, Dean Mar
inth & Jerry Lewis, Bill Robinson,

Alan Gale, Gracie Sarrie, Frances

Alan Gale, Gracie Sarrie, Frances

Mis Tucker Opens a four-week

ma at the Bescheomber Thursday

20).

#### Chi's Regal Resumes Stage Shows; Hampton Set

nas booked him for a return visit next August for four months. His 1949 tour will include a week the Golders Green Hippodrome, another London nabe theatre, and smother London nabe theatre, and will resume. Llonel Hamphon's End appearance, a return West End appearance, a return West Stater hotel, Washington, Month Downey opened at the Stater hotel, Washington, Month Corp, set Hampton, through Harry Stater hotel, Washington, Month Corp, set Hampton, through Harry Stater hotel, Washington, Month Corp, set Hampton, through Harry Stater hotel, Washington, Month Corp, set Hampton, through Harry York.

Comedy Trio Inked For Mark Hopkins, S. F.

Swank Mark Hopkins, Jan. 18.
Swank Mark Hopkins hotel tries
out a new talent policy Feb. 1.
Spot, which has heretofore
booked singers for the most part,
has inked Ben Blue, Patti Moore
and Ben Lessy for four weeks,
first time comics have been set for
the Hopkins.

## Berg Seeks 10G For Holiday Vamp

Hollywood, Jun. 18.
In the first such case of its kind locally, AGVA has notified Billie Holiday to appear before a tital board and answer charges brought by Billy Berg, Nickey op filed a speed of the second state of the second state of the second state of the second state of the second late to the second late to the second late for shows during her stint at late for shows during her stint at late for shows during her stint at second state of the second late for shows during her stint at late of the second late of the se

## **Bookers Eveing Film Names Again** To Bolster Waning Biz in Vauders

Kettering Suing FB

On Contract Breach
Chicago, Jan. 18.
Tom Kettering, former Frederick
Bros. Artista Agency veepee, has
filed suit for \$5,225 against the
talent office for back pay, Kettering contends that his FB contract, which was to run until Dec.
3.
Settle on the contract of the contract
that the contract of the contract
to th

Vaude bookers are again knocking at film studie doors for name of the contract Breach in Krittering, former Frederick Artists, former Frederick and new Bouses opened. Bookers at the office for back pay. Ket-contends that his FB contract h

ACVA ADD FOR PAY HIKE ages of the kind locally. AGVA has notified Billie Bildday to appear before a trial board and answer charges brought and the state of the first such ease of its kind locally. AGVA has notified Billie Bildday to appear before a trial board and answer charges brought and the state of the state of

# BACK AT THE CLUB BEACHCOMBER, Miami Beach,

with my Pals,

Harry Richman Jackie Miles The 4 Vagabonds and Ted Shapiro

# SOPHIE TUCKER

Opening January 21st

(Hello-Schuyler Family)

## Launching a New Idea

Vet Chicago Hotelier Sounds Off on New Saloon Shows amenity, without either quality. It isn't good theatre and it isn't good restaurant. If the show is good, food grows cold and drinks dilute.

By ERNEST BYFIELD

Chicago, Jan. 18. Some years ago, when the bankers were applying groan and grunt helds on us, one of their locusts, a bulky gent but no mental giant, turned on me savagely. "Why You can check me in as the Gloomy Dean of nightclub opera-tors. I have been spouting these sermons for years; but as one psychoanalyst said to the other, "Who listens?" a bulky gent but no mental giant, turned on me savagely. "Why doesn't the College Inn do better business? It's been open for years," he demanded.

"Did it ever occur to you that the older the nightclub, the less business it does?" I replied.

semons for years, but, as one specimenays and to the other, "Who listens?"
We closed the coliege Inn in June and arriver at the moreon dependent of the collection of the coll business it does?" I replied.

The College Inn is generally credited (and debited) with being in longest continuous operation of any nightcub in the USA. Man, and boy, Frank Bering and I have vun it for about 35 years; before that, my brother Gene was the one. Except on occasions, we never that, my brother Gene was the one. Except on occasions, we never really got to like it. Of course, it had, its moments, Ben Bernie and the Celebrity Nightis; the Iceskat-ing Shows; Ted Healy; the great swing bands, and other great names and personalities. But of-ten it was like Australia ever-body knew about it but nobody

At best, a nightclub is the mon-grel offspring of an art and an



HELENE and HOWARD T.V. and CLUB DATES

COMEDY MATERIAL FUN-MASTER

The ORIGINAL Show-Bir Gag File' Nos. 1 to 22 @ \$1.00 sech (Order in Sequence Only) SPECIAL: The First 13 Files for \$8.00!!!

TOT DESCRIPTION TO THE PARAMETER OF PARAMETER OF PARAMETER OF PARAMETER OF THE PARAMETER OF

PAULA SMITH 200 W. 54th Street, New York ID

VARIETY

changes of mood from serious to goy, with dialog and fearly and the protect certain themes, with good orchestral background and accompaniment, all hadied with good orchestral background and accompaniment, all hadied with good orchestral background and accompaniment, all hadied with lack exhance tormula which at least would be different and might be actually entertaining.

Sherrill Corwin, who recently dired the old San Francisca and MCA, and they both recommended Sherman Marks, a local cal so worth give him the same of the dearned and the state of the show. He was a considerable that the suggestion of MCA, fils interest and eager acceptance of the chore of loing arranged and public the chore of loing arranged and the suggestion of MCA. fils interest and eager acceptance of the chore of loing arranged and the suggestion of MCA. fils interest and eager acceptance of the chore of loing arranged and the suggestion of MCA. fils interest and eager acceptance of the chore of loing arranged and the suggestion of the chore of loing arranged and the suggestion of the chore of loing arranged to this new formula, convinced us that the choice was a happy on the loss of the chore of loing arranged to this new formula, convinced us that the choice was a happy on the loss of the loss o

touched.

In about two weeks' writing and three days' rehearsal, Marks and Henderson put together a well-paced, completely entertaining and entirely original show. We called it a Montage in Melody. The accomplishment seems to me to be remarkable.

Cafe Crix Don't Dig It

remarkable.

Cafe Crix Don't Dig It

It did not seem as remarkable to the cafe critics. On opening night most of them were more consumer to the cafe critics. The consumer to the consumer to the cafe critics with the cafe critics of the cafe critics and the case of the cafe critics and paintings, but one or two resisted the Inmand the result was two very funny pieces about the surrealist sculptures, mobiles and paintings, but created the cafe critics and cafe critics. The cafe critics and cafe critics. The cafe critics and cafe critics and cafe critics and cafe critics and cafe critics. The cafe critics and cafe critics and cafe critics and cafe critics and cafe critics. The cafe critics and cafe critics. The cafe critics and cafe critics. The cafe critics and cafe critics. The cafe critics and cafe critics and cafe critics and cafe critics.

it so well he engaged Marks to write an act for his Paramount of the Conflict in bookings forced Henderson to quit the College Inn after five weeks, which he did reheated to the College Inn after five weeks, which he did reheated to the College Inn after five weeks, which he did reheated to the College Inn after five weeks, which he did not chestate opened up with the same chestate opened up with the same days' rehearsh, and on the several days' rehearsh, and on the several days' rehearsh, and on the several comparable to Skitch's. The attendance has been good, which shows that the dea has durability, shows that the dea has durability, shows that the dea has durability, but have the several construction of the several comparable to strength of the several construction of the

**Nitery Dates** 

Dovelby Shay, following her run at the Waldorf-Astoria hotel, N. Y. at the Waldorf-Astoria hotel, N. Y. the Beverly Country Club, New Orleans, March 43, Sikamrock hotel, Bouston, March 17, Sikamrock hotel, Bouston, March 17, and the Palmer Buddh, and the Palmer Buddh, and the Waldorf Shann, and the West, Buddh, and the Wes

18. Georgie Price slated for Palumbo's, Publicate Jan. 23. Three Stooges pacted for a July date at the Palladium, London.

Los Angeles, Jan. 18. Los Angeles, Jan. 18.

Sherrilli Covini, who recently acquired the old San Francisco legit house, the Tivoli, has been balked from establishing a vaude policy there because Frisco musical manufacture of the control o

stageshow policy at the Million tollar theatre. Frisco is currently vandeless.

For the stage of the stage of

Saranac Lake Ву Нарру Венжау

By Happy Benway

By Happy Benway

Saranac, N. Y., Jan. 18.

Form Allogerities who are
offer in Al-Rogerities who are
offer in Al-Rogerities who are
foot, musician, and Patricia
Mitchell, dancer, are doing nicely
at the Raybrook, N. Y., San. Syot,
N. Y. C.I recently mastered a rib
operation at the National, Jewin Sanatorium, Denvery, Airred
the Rutland san, G. Albert Smith,
actor, and Bob Connolly (LATSE)
doing olavy at the Vets hospital,
etc. and the Control of the Control
Energy State of the Control
Helen Pelechowicz, mastered
the Thoracoplasty operation at the
Bobby Reyell motored in to visit
Victor Gamba, who recently beat
a serious setbace,
Wark Wilson in for observation
under the Control of the Control
State of the Control
Stat

and checkup.

William Katzen of the down-town colony left for Tucson, Ari-

town colony left for Tucson, ArrTona.hur Profifti left for Dunelien, N. J., for a short vacation hefore resuming work. He-made the
grade here in 15 months.
Louis Shantzer (Loew's) received good clinic report that ups
him for meals.
Benny Ressier appointed chairman of the "March of Dimes"

man of the Matter drive, Margie Regan visited by Carl Kilory, Ted Gebo and Jerry Kilory, Ted Gebo and U'Vanni. Write to those who are ill.

Bon Combo Lack For Tivoli, Frisco Worries N.Y. Cafes

Royal Roost, N. V., and its rival Clique Club have been more or less stymied recently in the buying of hop combos of sufficient stature to earry the marquee load. Roost, which has already played a Roost, which has already played and Nellie Lutcher for separate dates, fuguring to add bog groups to their draw. Meanwhile, the Clique secured Charlie Barnet's large surved Charlie Barnet's large specific played to the control of th

Feb. 21.

Cole opens at the Roost May 5 for three weeks, at \$3,500 plus a percentage. Miss Lutcher precedes him April 14 for three weeks \$2,000 per. Tad Dameron, hop planist, working as a single, probably will go in with Miss Lutcher and another combination.

Ignacio Bola, Cuban pianist, will make his U. S. debut at Cafe So-ciety, N. Y., Jan. 25. Julia Webb will bow on same show. Jack Gi-ford holds over:

#### PAUL AND PAULETTE TRIO

NOW LATIN QUARTER "The best thing in the show

ddly enough, is an old-fe ioned vaudeville "trampoline"

Direction: LOU COHAN

#### JUANITA ELLIOTT

(of the Old Vaudeville Team,
"ELLIOTT SISTERS")
been confined to bed muny years ORDERS FOR HER BOOKS AND OIL PAINTINGS WILL BE APPRECIATED

OIL PAINTINGS WITH BE WITH BE WAS A STANDARD TO THE WAS A STANDARD



Manny Opper

88th Week

#### PHILADELPHIA, PA. CLINTON HOTEL 10th BILOW

from 12 DAHY

SPECIAL WELKLY RATES

WHISTLING IN SEVEN LANGUAGES

SEII

Just completed PHIL SILVERS' TELEVISION SHOW MOCOMBA CLUS, PHILADELPHIA PRESENTLY TOURING "CHRIS CROSS UNIT" FEBRUARY 11th thru 24th LATIN QUARTER, NEWPORT, KENTUCKY. FEBRUARY 25th Reminiscing

Communications: Forest Lodge, 1028 Strong St., Schenectady, N. Y.

SINGING SOPHISTICATED BLUES

TRITON HOTEL, Rochester, N. Y. Opening MERRY-GO-ROUND

February 5th Youngstown, Ohio My Sincere Thanks to SAM IMBURGIA and PEGGY LOES CONSOLIDATED RADIO ARTISTS
30 Rockefeller Plozo, New York

## AGENCY SHERAL EXECUTIVE OFFICES J. H. LUBIN GENERAL MANAGE SIDNEY H. PIERMONT The state of the state of

Groging For Innovation.
The problem murdered deep to such an extent that I began munching nemutals like peanuts. I was balancing on my head one night, trying to get an inspiration, when it performance with continuity instead of the customary nightchin chapter. The very absence of a bandleader mispronouncing the names of attractioning the names of attraction and the subject of th

Groping For Innovation

## ANDERBILT BOYS

NOW PARAMOUNT, New York Pers. Rep.: JOSH MEYER, 48 W. 48th St., New York

## Pfeiffer Alleges 'Secondary Boycott' In 350G Suit Against Equity, AGVA

Chicago, Jan. 18.

Jules Pfelffer filed sult in Chi
superior court last week, seeking
te enjoin Actors Equity and American Guild of Variety Artists,
charging that both organizations
were trying to blacklist his proposed cafe. In the same that two
particulars, he may be a superior to the content of the contract of the contract.

Act of the contract of the con

particulars, he is sulng the two
unions for a total of \$850,000 damages mer legit producer, after anmounting for oftenoming opening of
his north Clark street Bow-Wowrey, claims he was informed by
Jack inving of AGVA that he was
on AGVA, acts for his spot, Altorney for AGVA stal Pfelifer had
no application with union and
therefore could not be on any "turfired mere and the stated
that politicians very beautiful to the
title state of the stated
that politicians very beautiful to the
pleiffers, as yet, does not have a
tity license, after which he stated
that politicians very beautiful to the
pleiffers in rought out fact that
pleiffers are fur being the stated
that politicians very bodding it up.
Pleiffers in roughe to the stated
that politicians very bodding it up.
Pleiffers in roughe to the stated
that politicians very bodding it up.
Pleiffers in troubles date back todo" last fall, which folded in St.
Paul. Cast was stranded and money
was divided among '12 members,
majority non-Equity, and bus transego, 100s for balance of money due
them are still outstanding, although blatro operator claims he is
no longer responsible, as notes
were issued by a corporation.

Nixed Equity Bond

Nixed Equity Bond

Nixed Equity Bond
Before production, Pleifler said
that Equity asked for an \$8,450
bond, but he nixed request on
grounds it was contrary to TaftHartley law, which prohibits recognition without vote and certification by National Labor Relations
Board.
Counsel for Equity said Pleifler

Board.

Counsel for Equity said Pfeiffer was on actors' union unfair list for failure to pay Equity east members of the property of the proper

#### MOD Benefit

MOVE DEBELLI
Morey Amsterdam, Zero Mostel,
Smith & Dale and Benny Rubin
are slated to appear in a one-night
vaude stand at Carnegle Hall, N.Y.,
Preday (21) for the benefit of the
preday (21) for the benefit of the
WMCA disk jockey, he presenting
the show,
Others slated to appear include
Acide: Robinson of the Brooklyn
Dodgers, the Ravens, Dinah Wash
inston, Conraft Thibault, Gas
Barton, Calgary Bros. and
Deve Barry.

#### \$8,500 GROSSED BY ANNUAL FRIARS FROLIC

#### Sammy Kaye May Play Summer Date at N.Y. Copa

#### New Columbus Arena

A million-dollar sports area is being planned for Columbus, O., Man 18. A million-dollar sports area is being planned for Columbus, O., within the next year. Columbus Soports Area has been incorporated with authority to sell 5,000 shares of no-par common stock. Incorporators are D. L. Kuhns, R. C. Hoerlich and Feter J. Mimck.

Helene & Howard Settle

#### Contract Breach Suit: Get Release on 5-Yr. Pact

Get Release on 5-Yr. Pact
A settlement was effected last
week between Helene and Howard,
week between Helene and Howard,
Rosen and his wife. Lorraine Rosen
and, in breach of contract suit instituted by the latter. Settlement,
made under N. Y. supreme court
had been sworn in, calls for payhad been sworn in, calls for payhad been sworn in for termination of her flye-year contract with
on of her flye-year contract with
on the remings over 3500 weekly
remined by the settlement of the settlement
of stage of the settlement of the settlement
of stage of the settlement of the settlement
of stage of the settlement of the settlement
of the settlement of the settlement
of the settlement of the settlement
stage of the settlement
stage of the settlement
settlement
settlement
of the settlement
of th

Rosen, in return, has declared he will proceed against the team for attorney fees in connection with their suit against Miss Rognan. It's their suit against Miss Rognan. It's his contention that under regulations of the American Guild of Variety Artists, an act or agent cannot go to court unless settlement is attempted by the union. He claims that the team violated AGVA rules in taking him to court AGVA rules in taking him to court and the court of th

To Data Kolling Early
Pittsburgh, Jan. 18.
Sam Handlesman, who handled
business end of Civic Light Opera
Co. here last summer for first time,
has been appointed to that post
permanently and is in Pittsburgh
aiready starting the ball rolling
for the 1949 season at Pitt Stadium.

dum.

William Wymetal, who has been
the executive director of the productions past two seasons, has
been given the nod again for '49
and will be on the scene, too,
structure of the control of the control
Stadium will be used; by 1950, the
group expects to have its
own group expects to have its c \$1,000,000 amphitheatre built.

#### Miami Overboard on Shows, With **60 Cafes Angling for Scarce Coin**

Miami Beach, Jan. 18.

This winter playground has cur-rently greatest assortment of shows in the country, with the situation reaching a peak this week with the opening of Hialeah racetrack.

show on Feb. 8, with Vaughn Mon-roe in Coral Gables the same night; Spike Jones and his revue on the 10th, also in Coral Gables; Paul Draper and Larry Adler on Feb. 31st, in the concert series in the Auditorium.

rently greatest assortment of shows in the country, with the situation reaching a peak this week with the respensing a peak this week with the respensing of the Mismi Operation and the content of the c

2.. OPENING BEVERLY NEWORLEANS TAND

AND PARK St Louis, FEB. 11 14

MANAGEMENT; MAKA MAKORRIS INC.





Pers. Mgt.: JULES ZIEGLER AGENCY 545 Fifth Avenue, New York

## Night Club Reviews

Copacabana, N. Y. COPRENBRIAR, N. Y.
Mitti Green, Carl Rouszag, Staam

Fred Barry, Paul Goddin, The

Fred Barry, Paul Goddin, The

George, Line (8), Michael Durso,

and Fernando Alvares Orch; spe-cial music by Gordon Jenkins,

tiprica, Tom Assimum designed by

Bitty Livingston; \$3.50 minimum.

With Mitzi Green getting top billing, flanked by Carl Rawaz and
the control tack for money values, it is
as the entertainment ingredients to satisfy most tastes. There are
costonal, them that don't uphold the Copa's high standard uphold the Copa's high standard production agodt taste and performers of proven ability.

This is another repeat date for

and Herb George, production singer. Is generally effective in Havazonality songstering though the sometimes overly cute. He's got a pleasant voice, good looks and the kind of pink cheek and the pink cheek and the

cuoe straight rayannes. Cappea and balleds. Fred Barry are making their Copa debut as a team, but their Copa debut as a Copa Girl and he with his late wife and partner. Elaine Gally with his personality, something, incidentally, which she's lacking. They're hampered by the small floor, but he still smarzes with those atrustee sill smarzes with those atrustee unliaby closer.

Verna, ballroom terpers, take spot to Rubenstein's "Romance," and exhibit smoothing the result of th

one Copa's high standard but, by and large, the current product has good taste and becomes on the company of th

with the Jack Cole dance group practically stealing the show with their modern dance interps.

heir modern dance interps.

On in two spots, led by Cole, the
trio of femmes and the team of
lash handle the intriester outlings
in superi fashion. Pinet bree, be
superi fashion. Pinet bree, be
superi fashion. Pinet bree, be
superior fashion. Pinet bree
lash of the superior fashion.

In the superior fashion from the
superior fashion from the
superior fashion from the
superior fashion from the
superior fashion from the
superior fashion from the
superior fashion from
the Harley first type patterning
they purveyed at the Colonial Inia
states on, it kept the mitte
slides into a begoff.

Henny Youngman, in the comedy



THE TITANS

A symphony in Motion. Current touring with BOB HOPE SHOW. Contact Harry Rogers Agency Pantages Theatre Bidg. Hollywood, Calif.

#### Carousel, Pitt

Pittsburgh, Jan. 14.

Harvey Stone, Shirley Lane,
Ralph DeStephano Orch (5); \$3\$3.50 minimum.

This is a return engagement here for Harvey Stone, who was a big hit at same room last summer, and the going's a bit rougher. That's because comic has come back with

hit at same room last summer, and the going's a bit rougher. That's because comic has come back with virtually no change in his material, and opening show he was wondershould be supported by the summer of the sum

Susan and Fred Barry are making their Copa debut as a season, it kept he mitted that the as a Copa Girl and he with his late wife and partner. Since the season, it kept he mitted has a Copa Girl and he with his late wife and partner. Since the season, it kept he mitted has a Copa Girl and he with his late wife and partner. Since the season of the control of the season of the control of the season of the s

#### **New Acts**

#### MAXINE

SMAXINE
Songa
9 Mins.
Songa
19 Mins.
Relicife Room, N. Y.
The Sained with the Phil Spitalny
band several years ago, has been
on her own for some time, but has
of are esaped attention of the
voice placement several
notches, singing more in the mezor
register than
orgister than
several notches, singing more in the mezor
register than
orgister than
orgi

DO-RAY & ME (3)
Songs, Instrumental
11 Mins.
Apollo, N. Y.
This sepia, all-male instrumental
trio is one of many similar units
that have built up an advance rep
on the strength of its recording.
In making their vaude how at the in making their vaude bow at the lewis and White get sock returns for standard. "Me and My Shadow." fore, Geradine DuBois comes on to clown and sing with Lewis. This well-stacked gai revives a few to clown and sing with Lewis. This well-stacked gai revives a few to come to the common sing with the comm

TAUL & PAULETTE TRIO
Trampoline
10 Mins.
Two males in belihop garb and a cute looker are a youthful and attractive trio, with the girl control of the structure of the control of the structure of the control of the co

FRANKIE QUE
Dancine
J Mins.
With a smooth, effortless terpmg style, Frankle Que is better
than the average male hoofer who
struts at the average male hoofer who
struts at the average male hoofer who
struts at the average properties of the second
cut of the average male hoofer who
struts at the average male hoofer who
struts at the average male hoofer
ness his proficiency to very few
routiness, a sameness to the seplan
found that the second profice which is the more
accentuated by the relatively long
time he's onstage. Either the use
of more varied terping or addition
at a line of sonstage. Either the use
of more varied terping ar addition
to a line of the profit of the
ready for the more lucrative vaude
and nitery bookings.
Gibb.
NOBLE TEID

and nitery bookings.

Gib.

NOBLE TRIO
Acrobatics
5 Mins. N. Y.
Comprising two males and a femme, the ofay Noble Trio do expert acros to, parallel and horizontal bars. Repliciter routines.
For a climax the males do bead-stands atop the parallels. Attached to their noggins is a special brace is made fast. Gal partner then spins in mid-air with her tech clenched in the center of the line. It is made fast. Gal partner then the control of th

Mother Kelly's, Miami Miami Beach, Jan. 16.
Joe Frisco, Cully Richards,
Frankie Hyers, Sammy Wolfe,
Chloe Peterson, Ruth Gillen, Joe
Candullo Orch; minimum \$2.

Choice reterson, Ruth Gillen, Joe Candullo Orch, minimum 32.

One of last season's clicks, this pot was in the doldrums, but with current likeup is packing them in. Joe Frisco tops the layout, working from the floor on the hecking from the floor on the hecking from the floor on the hecking for the howlmaking bookle routine, brought up to date, for added laughs, Teams with Culy Richards with the contract of the floor of the howlmaking bookle routine, brought up to date, for added laughs, Teams with Culy Richards emcess with a board brought of the contract of the contra

#### Penthouse Club, N. Y.

Paul Viller with his sea charties and Monica Boyar's colorful Latin tunes comprise an interesting entertainment at the Peni-bouse, Kurt Mafer handle bouse, Kurt Mafer handle bouse, Kurt Mafer handle title stright planting a good-united the stright planting. A good-unite, has a subdued sort of projection which is extremely effective in a small room such as this, and he has an innate Miss Boyar has been around the New York Intime spots, and on her current date reveals improved the stright of the string of the string

#### House Reviews

17, 48.

The latter-day Paramount policy of eschewing names in favor of resh and engaging acts has resulted in a series of excellent stage-man of the series of excellent stage-man of the series of excellent stage-man of the series of the se

Hippodrome, Balto.
Baltimore, Jan. 15.
Stubby Kaye, Peiro Bros. (2).
Chris Cross, 3 Dees, Kay DeWitt,
Jo Lombardt House Orch (12);
"He Walked By Night" (EL).

Jo Lombardt House Oren (12);

This is an entertaining layout the word of the w

Apollo, N. Y.

Buddy Johnson Orch (15) with
Ella Johnson, Arthur Prysock; DoRay & Me, Butterbeans & Susie,
Noble Trio, Frankie Que; "Assigned to Danger" (EL).

Paramount, N. Y.

Mills Bros. (5), Ray McKinley's

"Fine Brown, Frame", while

son also pipes a tune aside from
the usual stint on the 83, Stars

"Fine Brown, Frame", while

"Fine "Fire", New Year's Eve

clearly resteeped in Vantary, New

17, 48.

reasons why the was no house.

In closing grove, standard conedy turn of Butterhean & Susie
mops up with their gags, songs and
exaggerated gestures. Shout gat
clicks solidly with the novelty
clicks solidly with the novelty
clicks solidly with the solid property
mer, clad in ice cream suit and
sporting a rose colored cap gat
his usual neat returns with surefire
comic routines. Reviewed under
more routines. Reviewed under
bro and Franke Que. Gib.

size grough features of its own to insure good entertainment standards. Although the bookers arms and the standards and though the bookers arms and the standards and the stan The usually staid Roxy theatre, with Tony Martin's opening yester. It's the first time within memory that bobbysoxers' erotic squeals to be a second of the second of the

#### Oriental, Chi

Chicago, Jan. 13.

Janis Paige, Joey Adams, Tony
Canzoneri & Mark Plant, Four Step
Bros., Carl Sands Orch; "Yellow
Sky" (20th).

Mark Plant, have a field day with their roughouse antics, but It's overdrawn and could be pruned for better effect. Milking in several part of the property of

Plant is beckied by "Administration of the proposed with card Sands, house orch leader, about hit tunes supposedly written by the proposed of the proposed of

livery and costuming buttressing a top talent.

Gil Lamb is another of the faves who play here annually. The lean who play here annually. The lean his eccentric hoofery and comedica. Supporting show is more than okay. Vocal trickery of Leo Dei the trange from high to low pleasingly effective. Comedy angles are well played, with the takeoff on involutined canto.

Four Elisins offer standard jug-Four Landard jug-Four Landard jug-

routined canto.

Four Eigins offer standard juggling for good returns. Go into sock class with their work on the clubs. Tap department is capably clubs. Tap department is capably the comic, is accented. Feddle Carlone's he come orch does neat backgrounding.

Lary.

#### Capitol, Wash.

Washington, Jan 18.
Jane Powell, Georgie Kaye, 3
Harpers, Vince & Gloria Haydock,
Sam Jack Kaufman House Orch.;
"Unfaithfully Yours" (20th).

Sam Jack Kaijman House Orch.;

Jane Powell shapes this week's
offering into something well above
average and proves herself one of
average and proves herself one of
an experiment of the state of the something
and in recent years. Not only does
the youthful Metro star have the
ame value to drug fem in, but she
alias Powell's so ngs include
Miss Powell's so ngs include
Miss Powell's on gs include
Most Unusual Day" from her pic,
"Date with Jody". Every Balti",
"Love Is Where You Find It" and,
for sock encore returns, "Buttons
and Bows. She works with artful
been worked out thoughtfully, and
the pays off both at the boxoffice
and in appliases.

Able young team works with pretyline and Gloria Haydock, tapsters.
Able young team works with pretyline and Gloria Haydock, tapsters.
Able young team works with pretyline and Gloria Haydock, tapsters.
Able young team works with pretyline and Gloria Haydock, tapsters.
Able young team works with pretyline and Gloria Haydock, tapsters.
Able young team works with pretyline and Gloria Haydock, tapsters.
Able young team works with pretyline and Gloria Haydock, tapsters.
Able young team works with pretyline and Gloria Haydock, tapsters.
Able young team works with pretyline and Gloria Haydock, tapsters.
Able young team works with pretyline and Gloria Haydock, tapsters.
Able young team works with pretyline and Gloria Haydock, tapsters.
Able to the pretyline and the pret

#### VARIETY BILLS WEEK OF JANUARY 19

n with bilis below indicate op Letter in purentheses inductes circuits (I) Independent; (I.) Loew; (M) Mos.
(P) Purenount: (R) RKG: (S) Stell: (W) Warner: (WR) Water Reads

LONG BRANCH
Paramount (WR
25 only
The Tannos
Don Cummings
Morris & Ryan
Ralph Branca Morris & Ryan
Raiph Branch
MEMPHIS
Werner) 21
Vaughn Monroe
Olympia (P) 19
Purcell & Rey
Jan Marter
Mickey Deems
Whitson Bros
Adams (I) 26
Horace Held's
R PATERSON
Malestic (I) 21-23
Wallen Twins
Misser (I) 21-34
Wallen Twins
Hanlon & Clark
Elli Brown
S PERTH AMBOY

Hopper one (1) 2
Hopper one (1) 2
Hopper one (1) 2
Faul Short State
Faul Short Short State
Faul Short Short Short Short Short
Faul Short Short Short Short
Faul Short Short Short
Faul Short Short
Faul Short Short
Faul Short Short
Faul S

Dave Willock
Bob Sweeney
Goo Mann
Emerald Sis
HARTFORD
State (1) 22-23
Arthur Godfrey
Talent Scouta
KINGSTON
B'way (WR) 21-

2 Mallree MPD 2 Congress (MPD 2 CONGRESS (MPD

B'way (WR) 21-only Wallis & Carroll Roy Smeck B West & L Page Athos Co Stanley Kane

doe Wong Beatrice Fung Oye Line (7) Estate Delmonico Les Delmonico Les Delmonico Hambara Hamba

Suenger Riffer Line
Maria T. Thouse
Thio Castion
Thio Cas The Marinis already of the Indiana A State of

pharma of the control Jeanne Berry
2 Malinos
SARATOGA SPGS
Congress (WR) 23

Billy Chandler Ore H Edgewafer Beach Henry Brandon Ore Yost Ambassadors Mary Ann Fedele Preston Lambart D Hild Dancers (12) Cabaret Bills

S. Wojekowska
Vera Bryner
Wars Bryner
Mary Luites
Fred Rebbins
3 Bips & Bop
Geogenbans
Mittl Green
Carl Ravazz
Linda Lombard
Herb George
Paul Goddin
M Durico Ore
Alvarge, Ore
Jose Curbello Ore
Jose Curbello Ore

NEW YORK CITY

Buddy Johnson Orch (15) with Chromosom Cree (1

Dorothy Claire
Else & Waldo
Paul & Paulette
Chameleon Dors
Page Morton
Art Waner Ore
B Harlow Ore B Harlow Ore
Le Perroquef
Hugh Shannon
Marvin Reymer
Le Ruban Blei
Bibi Osterwald
Goodman &
Kirkwood

Bibl Otterwald.
Krizwood
Krizwood
Jilke Brown
Jilke Jilke
Jilke
Jilke Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Jilke
Ji

William Scotti
Penthouse
Kurt Majer
Monica Boyar
Royal Roosi
Billy Eckstine
Charlie Ventura
Charlie Parker
T Dameron Oro Splvy's Kelly & Keating Spivy

Reily & Reaning
Spivy Servailles
George Ulmer
Bob Grant Ore
Panelhito Ore
Village Barn
Red Ingle Ore,
Karea Geder
Harold Barry
Sinclair & Alde
Village Vanouer
Harold Barry
Sinclair & Alde
Village Vanouer
Harold Barry
Sinclair & Alde
Village Vanouer
Halnes S
Waldort-Astoria
Dorothy Shay
Jimmy Carrol O
Mischa Blorr Oro

CHICAGO

Blacknawk
Art Rassel Orch
Gloria Hart
Lee Marx
L

D Hild Dancers (I: Chez Parse Ted Lewis Geraldine DuBols Reed Sis (3) White & Pease Adorables (10) C Davidson O (11)

Sharman Hotel Jack Fina Ore Honey Dreamers Olivette Miller Jim Ameche

AGO
Brookes Randell Robert Dev
Kermit & Gloria
Kermit & Gloria
Germit & Gloria
Gil Lewis
Pete Landros
Hotel Stevens
Frankie Masters O
Tommy Traynor
Neil Rose
Rean Arlen
Bog Turk
Bog Turk
Bog Turk
Ceamie Sook
Charles & Lucille
Gennie Sook
Charles & Lucille
Manuel Del Toro
Eiwood Carl

Elwood Carl
Palmer House
Barclay Allen O
Evelyn Knight
M Abbott Ders (10)
McCarthy & Farrel
Landre & Verna
Blackstone
Florence Desmond
D LaSalle Orc (8) D LaSalle Orc (8)
Vine Gardens
Mel Cole Oro
Joey Bishop
Jack Soo
Enrico & Novello
Pancho's Rhumba B

#### Radio Backs Continued from page 1 :

states have similar bills, but in no case is broadcasting mentioned.
Original bill, introduced by Sen. rooman beamond, only overed more and the state of the common of the state of the states have similar bills, but in no

#### Mercury Gets Newman

Hollywood, Jan. 18. Alfred Newman, music chief at 20th-Fox, has inked a new deal

20th-Fox, has inked a new deal with Mercury Records which provides for distribution of old disks and some new waxings.
Plattery will release disks he originally made for the Majestic label. First to be reissuade will be the "Captain from Castle" album and it will be followed by "Alfred Newman Conducts."

## Legit's Glamour Is Captured In March of Time's 'On Stage' Short

"On Stage," the March of Time's new short on the legitimate stage, previewed in N. Y. Jast week, is an interesting, entertaining two-reeler that will admirably fulfill its purpose—to acquaint the hinterland and himgoers abroad with the glamour and allure of the Broad way theatre.

Although balled as the first major documentary on the theatre, and the control of the control of

exhibitor it is 18 minutes of good netretainment.

Film uses two current BroodFilm uses two current BroodBrood of the Comment of the Comm

origined remark, "it is eworking this season," has poliginant impact. It is season, but have been a season of the playwright of the hit streets of N. Yis Porties; conferences of the Playwright's condition of the playwright of th

erilic dashing off to his paper to seribble his revice half and the first his paper and filmpass of Thereas Helburn and Lawrence Langner, Howard Lindsay and Russel Crouse, the Playwight's quitel. Clarence Derwent, Eguilty pres, and Angus Dunsenthing to say, as has Richard F. Walsh, prez of International Alliance of Theatrical Stage Employees. Directors H. C. Potter and Joe Harris put their charges and Joe Harris put their charges and Joe Harris put their charges. Times. Brooks Attinson is referred. Proceeded writing his Perceiv Transaction.

vealed writing 'lis Yerick' recovery the control of the control of

#### JANE DARWELL TO GUEST IN STANFORD U. COMEDY

San Francisco, Jan. 18,

San Francisco, Jan. 18.
Jane Darvell has been imported from Hollywood by the Stanford Palyers (Stanford Univ.) to star in a new comedy. "Bull No Fence Around Me." by Alexander Greenday, Feb. 2, and will run for one week at the Little Theatre Memorial Hall in Palo Alto.
Eugene O'Neill's "The Hairy Ape," another Stanford Players production, directed by R. R. Brown, will have a four-night run beginning Jan. 19.

#### Tucson Opens New Stock With Scott-Beal 'Turtle'

Prison July 18.

Rogers Brackett and Walter Rathoun teed off a new winter stock season last week (12) at the Temple of Nucie and Art, with Martha Scott and John Beal starred in "Voice of the Tutled" it was the prison of the Tutled of the Scott and John Beal that the starred in "Voice of the Tutled" it was the starred in "Voice of the Tutled" it was the starred in "Voice of the Tutled" in Santa Barbara (Cal.).

## 'Heart' Budget Set at \$27,500

opens Monday night (24) at the 48th Street, N. Y., will cost about \$27,500 to produce. That does not \$27,000 to produce. That does not include coin for union bonds, which has been supplied by Jules J. Leventhal in return for a share of the production. Show will be able to break even at around \$9,000-\$10,000.

\$10,000.

Play is being presented by Theatre Enterprises, which operates a dramatic and musical school in New York. Anthony J. Parella heads the firm, in association with Leon J. Bronesky, an upstate business man and occasional Broadway investor.

investor.

Production was budgeted for \$25,000, and among the backers, each of whom has been required to pay a 10% overall, are Brone-ky, \$5,000, f-ktnur Sarle, sasistant stage under the second of the second stage of the second stage of the second investor.

#### Burleigh Loses Out On Mass. Strawhat Setup After 14-Year Tenure

Boston, Jan. 18.

A local group of strawhatters sneaked in on the selectimen of Co-lasset this week, wangled a lease on the Cohasset Town Hall, and outed Frederick Burleigh from a strawhatter he's been running with success since 1934.

#### Aussie Deal for 'Norway' Set: Will Bow With 'Okla.!' In 6-8 Months in 2 Kevs

In 6-8 Months in 2 Keys
Final arrangements have been
made for purchase of Australian
rights to 'Song of Network' Dor'
(the Coast this weekend to finalize
deal on the show's wardrobe with
Edwin Lester, of the Los Angedes
deal on the show's wardrobe with
Edwin Lester, of the Los Angedes
the show as outlitted with new costumes recently, towards end of its
run. Miss Stewart will be on the
Coast two or three weeks.

The ward of the coast was the coast
will be consecuted in the coast
case and the coast of the coast
case and the coast of the coast
will be coast
case and the coast
will likely be Down Under in about still
include the coast
will likely be Down Under in about still
more coast of the coast
man "Oglahama". One will be done
in Melbourne, the other in Sydney,
a "Annie" and 'Oklahoma" take
to the Aussie road or New Zealand.

## **Ballet Shows** Marked Uptrend

Phenomenon in show business—
in view of dropping bir in letit,
films and nightibhs—is boxoffice
showing of ballet this season. Ballet
can be shown in the show of the show of the
company touring a full season this
year, reports uptrend in biz as
much as 30% over last season.
Company is now taking bookings
season has 19 weeks already set,
with only six weeks left to fill.
Ballet Russes imit the only terp
troupe to do well. The Paris Opera
New York last fall, and the Mis
Slavenska troupe is currently doing
olay.

#### Inside Stuff-Legit

Reviews of last week't two Broadway openings, "The Smile of the World" add "Along Fifth Avenue," provided several striking differences of opinion among the critics. Seven of the elight first-stringers who covered "Smile" panned it (Robert Garland, of the Journal-American, was a spectaular exception), but two contrasting grounds for criticism were expressed by Brooks Atkinson, of the Times, and John Chapman, of the News. Said the former, "All message and no drams makes "The year of the News. Said the former," All message and no drams makes "The year of the News. Said the former," All message and no drams makes "The year that is the said of the News. Said the former, "All message and no drams makes "The year that it would be more exciting if it contained more soap box and less soap open."

In the case of "Avenue," the eight first-stringers were divided three favorable and four unfavorable, with one "no opinion." Robert Coleman, of the Mirror, gave the revue a rave, while Howard Barnes, of the Said Coleman of the News and the News a

Actor producer Jack Buchanan, prior to sailing for Britain Saturday (15) on the Caronia, said it's quite likely that he'll continue to commute between New York and London, dividing his time between the theatre and his television interests. Co-producer with Lee Ephraim of the short-lived Broadway version of Sacha Guitrys "Don't Listen, Ladies," he'll replace the alling Francis Lister in the London production of "Ladies" next Mondoy (24) at the St. James. Bot. of the Communication of the Sacha Sacha Caronia (15) and the Sacha Sacha Caronia Sacha Sacha Caronia Sacha Sacha Caronia Sacha Sacha Sacha Caronia Sacha Sacha Caronia Sacha Sacha

Legit season at Nixon theatre in Pittsburgh, which started out so promisingly first of September, is being shot full of holes as a result of mounting road casualties. Both Louis Calhern in "Play's the Thing" and Paul Kelly in "Command Decision" had been tentatively set for February dates under subscription asspices of ATS-Theatre Guild. But folding of both these shows recently after quite disappointing tours leaves Nixon bookings for the month pretty well riddled. Doubtful if any replacements will be available in the meantime, which will increase number of dark weeks house if a facing between now and spring.

Five small ads in last week's VARIETY announcing, "At liberty, Samuel J. Flugelman," were a private gag between producer-publicist Alexander H. Cohen and legit press agent Samuel J. Friedman, who were appeared to the state of the product of the product of the paper. Hudson, N. X. They were spotted in the film, radio, music, vaude and legit sections of the paper. Cohen secretly inserted the copy to rib Friedman, who is sometimes facetiously referred to by the Flugelman that. However, the producer couldn't contain himself and phoned the p.a. to get his reaction before the latter had seen the ads. So the wheree didn't pay off as hopes.

Tesile Paul, secretary in the office of legit press agent Bill Doll, is believed to be the only Broadway actress thus employed. Her last stage "Summer and Srücke," at the Music Box, N. V. She played several strawhat engagements last summer on leave from the Doll office. She uses lunch hours to make the rounds of producers.

#### **Legit Bits**

Boston, Jan, 18.
A local group of strawhater heek, wangled a least warm and another settles sneaked in on the selectmen of Collasset this week, wangled a least warm and the selectmen of Collasset this week, wangled a least set New Year's, against the strawhater hes been running the settle in the strawhater hes been unning the settle in the strawhater hes been unning the strawhater hes but and the strawhater hes but and

Armina Mirishall, We st jo rt, jervival, and will continue until Conn., strawhat co-doinder and sproducer, will be guest lecture full pattern with Willard Keefe in producer, will be guest lecture full pattern with Willard Keefe in Feb. 1 on Richard Skimer's summer theatre management course and the straight of the str

## No Design for Living in Present-Day Stage Designing, Sez Howard Bay

By HOBE MORRISON
Under present conditions it's wirtually impossible for a scene designer to make a living in the theatre from seene designing alone. That's where kinds of work. In small cases they have been forced to give up the theatre entire. In small wonder, at the Co living the same and the same and

be handled advantageously by the same person.

Other designers who have branched out into producing or directing include Lemuel Ayres, who co-produced and did the settings and costumes for X-. Oliver Smith, who has co-produced several Broadway shows and is an established designer; Norman Bel deddes, who designed his own productions, including "Dead End," until he gave up the different production of the control of the contr

return. The row is name of return. The return the return that the state and the state

Wealthy Wives Help Various others supplement inad-uate earnings from the theatre Various others, supplies thatequate samilas from the theatby doing interior decorating, teaching school and assorted other sidelines. Others, more fortunate, he
observes vrily, have wealthy wives
selves to the theatre. As for himself, Bay cites one recent season
in which he designed 12 productions on Broadway—one more
under the regulations of the
union, the United Seenie Artists,
Local 1829, Brotherhood of Painters.
Local 1829, Brotherhood of Painters,
Decorators & Paper Hangers of

union, to the cheek Artists, and the Continued Scale Artists, and the Artists, a

Continued on page 52)

#### BURL IVES STARTING **30-DATE CONCERT TOUR**

39-DATE CONCERT TOUR.

Burl Iven a set Lor a concert
four of 30 dates, from Formory
frough April, Ballad singer starts
Feb. 1 on the Coast, and after a
fer starting Feb. 24 at Colgate Univ.
Nose of his assier of dates are at
starting Feb. 24 at Colgate Univ.
Nose of his assier of dates are at
Nose of his assier of dates are at
an appearance of the control of the
an appearance of the control of the
starting Feb. 24 at Colgate Univ.
Nose of the saster of the
starting Feb. 25 at 12 at

## Liberty, Video Show

Mary McCarty, v fuelo allow Mary McCarty, who scored a personal click in the recent revue; "Small Wonder," at the Coronet, N. Y., has been set for a featured in the control of the coronet, and the coronet of the coro

Comedienne-singer also joins the Sid Caesar television show, for Ad-miral, starting Jan. 28.

#### **Painters Nix Any** Individual Bids

With mediation efforts continuing in the strike of scene painters, the union is refusing to permit its members to work on unfinished productions on payment of the disputed wage hike by Individual pro-ducers. Such a bid has been made by several Broadway managements with shows due to open. But the painters are not allowed to work without a regular contract.

without a regular contract.

Striking painters are members of
the United Scenic Artists Union,
Local 323, of the Brotherhood of
Painters, Decorators & Paper HangStor raise over the present pay of
\$3.75 an hour. Painters work for
scenic contractors rather than producers, so Broadway managers are
caught in the middle of the situa-

tion.

Shows involved at the moment are "Forward the Heart," due to preem Monday, '24) at the Playpreem Monday, '24) at the Playpreem Monday, '24 at the PlayArmy," slated to open a tryout Friday night '21) in Hartford, and
'The Big Knife," skedded to start
'The Big Knife," skedded to start
'The Big Knife," skedded to start
'The Big Knife, skedded to start
'The Play Hartford, skedded to start
'The Big Knife, skedded to start
'The Start Start

Productions that are unpainted or only partly painted are to be opened in that condition.

#### Mae West Illness Likely To Set B'way 'Lil' Preem

Back; Equity Involved

Mae West, whose appendicitis attack last week caused the cancellation of two performances Sat-urday (15) of "Diamond Lil," at urday (15) of "Diamond Lil," at Ford's Baltimore, was much im-proved Monday (17), but the sched-ut to penning of V. Y. Nay be post-poned. Management hasn't yet conferred with Equity regarding regulations covering the show's re-sumption.

sumption.

This excels's booking of "Lil" at the Royal Alexandra, Toronto, was cancelled, but previous plans to play Buffalo and Syracuse next week may be carried out as a result of the actress' quick recovery, Toronto had heavy advance sale of \$19,000, which had to be refunded.

Miss West was headed for a sure \$27,000 in Baltimore. Final count for week was slightly better than \$20,000 for six performances.

#### 'Command' Road Fold A Break for Pitt Playhouse Pittsburgh, Jan. 18.

Ing his concert four.

L'ville's '49 Operette Sked
L'ville

#### Yiddish 'Anna Lucasta' Causes Windy City Stir

Causes windy Lity Stir.

Yiddish production of "Anna Lucasia" at west side Douglas Park Lucasia" at west side Douglas Park Confederate of the Conf

## Sour 'Smile' Loss \$70.000

Playwight? Co production of "The small of the World" in the "The small of the World" in the product of the "The small of the World" in the Lorentz of the World o

Wood, \$805; actor John Alexander, \$1,700. Herman Bernstein, repre-Also Habita Barward, \$1,700; Allow Habita Habita

#### ARTHUR HOPKINS IN REPLY TO RODGERS

New York. Editor, VARIETY:

Editor, VARIETY:

It was generous of Richard Rodgers to use so many angry words regres to use so many angry words able exit of Joy from the theatr exit of Joy from the theatr constant of the sold of Joy from the theatr constant, and Heaven knows. All of Joy from the theatr constant, and the sold of Joy from the depth of Joy from the Joy from the Joy from the Joy from Jo

Bobby Burns asked some power to give us.

It is not surprising that some of the epidemic anger of the world-has-seeped-into-the-theatre-but liis regretable that it should have infected one of the theatre. I regret that
one of the theatre. I regret that
an expected that it is not to be a some of the theatre. I regret that
our the control of the transport of of the tran

Arthur Hopkins.

## Wallis Testing Phillips

Wallis Testing Phillips
Margaret Phillips, featured in
"Summer and Smoke," which
closed recently at the Missie Box,
considered the Phillips of the Missie Box,
screentested by Hal Wallis. If the
deal jells, it will involve only one
picture a year.
Actress has turned down several
previous fin propositions, all of
commutments have been longterm
commutments.

## Multiple Switch on 3 Incoming Plays **Curtails Havward-Logan Activity**

#### Buys Marchand's 'Secret' For Broadway Production

For Broadway Production
Paris, Jan. 11.
Leopold Marchand's new hit
comedy. "Le Secret des Dieux"
("Secret of the Gods"), current at
the Michel hab been glichelth
Deval. French-born ex-wife of
playwright Jacques Deval, and now
a U. S. citizen, she arrived in Paris
two weeks ago to vist ber familie
two weeks ago to vist ber familie
American stage rights the next day
through Louis Nagel, who handles
Marchand's interests.
Mrs. Deval has
invested in
Mrs. Deval has
invested in
her first attempt at production.

## **Bromley 'Mistress' Cost Only \$14,000**

Hariald Bromley's touring production of "O' Mistress Mine" co-starring Sylvia Sidney and John Loder, was budgeted at \$15,000, but was actually done for less than John Loder, was budgeted at \$15,000, but was actually done for less than John Loder, was budgeted at \$15,000, but was actually done for less than John Loder, was budgeted at \$15,000, but was actually done for Equity and other unto Monda, was original Broadway production cost \$2,000, payable in 10 weekly installments, but that item was not \$2,000, payable in 10 weekly installments, but that item was not citipal item, aside from bonds, was a trife over \$3,100 for rehearsal citipal item, aside from bonds, was a trife over \$3,100 for rehearsal stout \$11,000 a week, depending about \$11,000 a week, depending a modest guarantee, plus a percentage of the net. As director, Bromley gets \$300, plus 15% of the paid and 2% thereafter. Show opened Dec. 3 in Wilmington and has since played Philly, Tronto, Montreal and Boston. It got \$11,500 thuses the week, but is ahead on the tours of far.

#### M. Kanin East to Huddle On Film Plans and Next Season's 'Fancy' Setup

Season's Fancy Setup
Michael Kanin, co-producer of
Goodbye, My Fancy," at the
Morsco, N. Y. Arrive Season of
Confer with Madelien Carroll on
plans for next season. Star's contract as star of the show extends
to reach an agreement for next
season, including a tour.
While east, Kanin will also hudto with his brother, Garson
to reach an agreement for next
season, including a tour.
While east, Kanin will also hudties with his brother, Garson
to with his brother, Garson
to with the brother, Garson
to with the brother, Garson
to with the brother the spring
to summer for Universal,
weight of the production. Outfit has a
commitment for a picture this
spring or summer for Universal,
weight of the production of the spring
the spring of the spring
the spring the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the spring
the sp

#### Lewis H. Harris Picked As Treasurers Club Head

Treasurers Cilib Head president of the Treasurers Club of America, social and welfare organization of theatre boxoffice men. Hugh J. McGauley has been named vice-president, Charles R. Bowman, treasurer, Murray Lang, financial secretary and Herman S. Leine recording secretary. manical secretary and Herman S. Leins, recording secretary. Elected to the board of governors, to serve two years were, Patrick F. Liddy, John F. McPartland, Clarence D. Jacobson, John J. Wallum, Charles P. Murphy and Jack Melnick.

Production shuffles of "Miss Liberty" and "Detective Story" as also involving the forthcoming "South Pacific." In essence, the multiple switch mean terrtalment of the activities of the producer and Joshua Logan.

Moss Hart replaced Logan as discretion and Joshua Logan.

Moss Hart replaced Logan as discretion and Joshua Logan.

Moss Hart replaced Logan as discretion and Joshua Logan.

Moss Hart replaced Logan as discretion and Joshua Logan.

Moss Hart replaced Logan as discretion and Joshua Logan.

Moss Hart replaced Logan as discretion and Joshua Logan.

Moss Hart replaced Logan as discretion and Joshua Logan.

Moss Hart replaced Logan as discretion and Joshua Logan.

Moss Hart replaced Logan as discretion and Logan Logan.

Moss Hart replaced Logan as discretion and Logan Logan.

Moss Hart replaced Logan as discretion and Logan Logan

Real ministers of the control of the Amicable Switching

associated in the presentation through his partnership with Logan. The partnership with Logan through his partnership with Logan. The partnership with Logan and associate of Hayward, McA obvious-ever, as agent for Logan and associate of Hayward, McA obvious-partnership arrangement, it's figured in the multiple moves. I would not be a share in the former's financial stake in the former's financial stake in the Lindsay-Crouse presentation of the Kingsley play. I would not be the control of the Kingsley play. I would not be the control of the Kingsley play. I would not be the control of the Kingsley play. I would not be the control of the Kingsley play. I would not be control of the Kingsley play. I would not be control of the Kingsley play. I would not be control of the Kingsley play. I would not be control of the Kingsley play with the control of the control of the Kingsley play with the contro

#### ULRIC, O'NEILL TRYING **OUT PASADENA 'SISTERS**'

Pasadena, Jan. 18.
Lenore Ulric and Sally O'Neill share top billing as "The Bunner Sisters," which gets a Pasadena Playhouse tryout next Wednesday (26).

(28).

DeWitt Bodeen script is a dramatization of the Edith Wharton novel. Barbara Vajda directs. Understood possible Broadway deal hinges on the local tryout.

#### KEITH-JOHNSTON STINT

ALEITH-JOHNSTON STIM:
Albuquerque, N. M., Jan. 18.
Colin Keith-Johnston will make
a guest appearance the first week
in February-with the Albuquerque
Little theatre, playing the defense
attorney in a production of "The
Winslow Boy."
Deal was arrang the through
ANYA...

Along Fifth Avenue

Athur Less spidneling, of even in

wasted tal scored, Stere Amer wither

the act of scored, Stere Amer wither

Glesson, Double Klarder, Velay Stere

Glesson, Stere Stere

Glesson, Stere Stere

Glesson, Stere

G Along Fifth Avenue

ur reson, toward majone, Watter state,
"Along Fith Avenue" varies in
quality almost as much as the
thoroughfare from, which it takes
its title and theme. There are a
few bright spots in the revue and
a couple of limp ones, but it's
generally just average. It seems
an unlikely bet to pay off, but may
have a moderate run.

the conjule of limp ones, but it's generally just severage. It was a couple of limp ones, but it's generally just severage. It was a moderate run.

'This show had more than its share of tribulations in preliminary was a moderate run.

'This show had more than its share of tribulations in preliminary was a moderate run.

'This show had more than its share of tribulations in preliminary was a moderate run.

'This show had more than its share of tribulations in preliminary was a moderate run.

'This show had more than its share of tribulations in preliminary was a moderate run.

'This show had more than its share of tribulations in preliminary was a moderate run.

Naney walker, the star, is the best fining in the show, showled the best fining in the show, showled the padded blackout sketches. Donald Richards handes several properties of the padded blackout sketches. Donald Richards handes several properties of the padded blackout sketches. Donald Richards handes several properties of the padded blackout sketches. Donald Richards handes several properties of the padded blackout sketches. Donald Richards handes several properties of the padded blackout sketches. Donald Richards handes several properties of the padded blackout sketches. Donald Richards handes several properties of the padded blackout sketches. Donald Richards handes several properties of the padded blackout sketches. Donald Richards handes several properties of the padded blackout sketches. Donald Richards handes several properties of the padded blackout sketches. Donald Richards handes several properties of the properties of the padded blackout sketches. Donald Richards handes several properties of the padded blackout sketches. Donald Richards handes several properties of the properti

#### Plays on Broadway

he Smile of the World
Navwrights' Co. production of comedy-
rs Ruth Gordon, Otto Kruger, Directed
the author; setting and lighting, Don- Oenslager, At Lyceum, N. Y., Jan. 12,
elyn Ruby Dec
ce Widmayer Laura Pierpont
The second secon

Garson Kann's new play. "The Smile of the World," is a change of pace from his "Born Yesterday." It's a serious work, with an interesting premise, but is relatively quiet and suffers by comparison with its comedy predecessor. It isn't for Brondwar well-defined the product of the product of

adultery hagie is revised, pictures.

But the theatres.

Plot deals with a Supreme Court function of the supreme Court function of what her husband once was, and the falls in low with him. The justice control function of what her husband once was, and the falls in low with function of what her husband once was, and the falls in low with function of what her husband once was, and the falls in low with function of what her husband once was, and the falls in low with function of what her husband once was, and the falls in low with function of what her husband once was, and the falls in low with the function of what her husband is the function of what her husband is the suprementation of the function of the functio

EGN. TOUNUM.

EGN. T. M. S. S.

(MARTIN BECK. N. Y.)

Adrienne Allen, femmie lead of
"Edward, My Son," at the Martin
Beck. N.Y., is a satisfactory sucorder of the martin
Beck. N.Y., is a satisfactory sucwithdrew from the part some weeks
ago to return to England. Naturaliy. Miss Allen gives the role alAshrott did, and that inevitably
Miss Allen gives the role alAshrott did, and that inevitably
alters slightly the flavor of the play
laters show the slightly the flavor
of different personalities and techniques, without marring the appeal
of the drama.

Bower May continues to give
a Bower May continues to give
a Bower May great relief to
occasionally seems to shout a bit
too much, it's a great relief to
occasionally seems to shout a bit
too much, it's a great relief to
are audible. The theatre has made
an innovation since the opening,
instolling small signs at the slagetiven scenes to indicate the time
of the ensuing scene. It's an inof the ensuing s



RICHARD COOGAN

Leading man with MAE WEST in "DIAMOND LIL" as the Saivation Army Captain who tries to save the soul of Diamond Lil and in doing so, fails madly in love with her.

#### Play out of Town

They Knew What They Wanted Wilmington, Del., Jan. 14.

John Golden production of comedy revival in three acts by Sidney Howard.
Stars Paul Muni: features Carol Stone,

Edward Andrews, Charles Kennedy, Di-	
rected by Robert Perry. Designed and	
lighted by Frederick Fox. At Playhouse,	
Wilmington, Jan. 14, '49; \$3.	
Joe Edward Andrews	
Father McKee Charles Kennedy	
Ah GeeFrancisco Salvacion	
Tony Paul Muni	
The R.F.D Bruno Wick	
Angelo Danny Leone	
Giorgie Victor Rendina	
The Doctor Henry James	
First Italian Mother Delores Badaloni	
Her Daughter Lynn Robinson	
Second Italian Mother Fole Combereili	

With more rehearsals, the 1940 revival of Sidney Howard's 1926 Pulliter Prize winner should shape up better than when caught. At the premiers "They Knew Whad the premiers "They Knew Whad the premiers" They Knew Whad the premiers "They Knew Whad the premiers "They Knew Whad the premiers" they knew Whad the premiers they are the premiers that the case the premiers of the premiers o

John Golden has given it a good production and the east is uniformly excellent. The production and the cast is uniformly excellent. Everything revolves around Muniper of the production of the

#### Jane Cowl Set for Dallas 'Queen' With Local Group

Uleen With Local Group
Dallas, Jan. 18.
Negotiations have been completed for a production here by the
Arden players of "Elizabeth the
Arden players of "Elizabeth the
Arden players of "Elizabeth the
Star The Maxwell Anderson drama
will be presented Jan. 26, 27 and
26, at McFaril Auditorlum.
Theatre and Academy. Blevins
Davis, New York producer and
member of the ANTA board, will
be and the ANTA board, will
Wary Davis, New York actor who
Dayed opposite Miss Cowl in
Kansas City, has been, engaged to
Hadden and the Complete Star Cowletter
Market Davis of Essex here; the
Ma

#### **Plays Abroad**

September Tide
London, Jan. 2.
Tennent Productions presentation

Maurier, Directed by Irene Hentschel, At	in the script.
Aldwych, London. Stella Gertrude Lawrence Cherry Anne Leon Evan Michael Gough	Partage (Noo
Robert Cyrll Raymond Mrs. Tucket Dandy Nichols Jimmy Bryan Forbes	drama in three acts
Anything that brings Gertrude	tian Berard. At th

Anything that, many expensions are also would be welcome to thestre audiences, and if this wellcie lant the happier and executive the happier and exemplify the property of the play of th

the star's drawing power, aiter 12 years absence, and reputation of special powers, and reputation of Scene is set on the Cornish cost, where a lonely widow welcomes her young daughter on her horymoon. Groom is a cutty leak, and clash of moral values of the well of the talk, of which the first act suppression to the control of the talk, of which the first act suppression to the well of the talk, of which the first act suppression to the modern couple who, after two weeks of marriage, occupy separate rooms at extreme ends of the home.

This is Interest for the girl, when the mother and the article overlight absence of the girl, and the control of the control

mirer, to leave the couple to Soultenthal supporting cast is excellent, with Michael Gough making
almost likeable the unpleasant
character of the boy. Anne Leon
is a personable youngster, but
she is a wife, her demeanor being
more that of a kid sister. Dandy
Nichols turns in a neat cockney
more that of a kid sister. Dandy
Nichols turns in a neat cockney
woman, and Cyril Raymond is very
"old school tie" as the unsuccesstil suitor.
Play
been Hentschel.
Clem.

#### e Secret Des Dieux

(The Privilege of the Gods)
Paris, Jan. 4.
Parisys presentation of comedy in three
acts by Leopold Marchand. Directed by
Jacques Henry Duval. Set by Parisys.
At Theatre Michel, Paris.

Ida Paris
FenouillatVilbe
ChenysetteSerii
Cortini
Morgan Kelett Roger-Vince
Borythene Zeim
Mauricette Mireilie O
Fiorise Monique Sandl
Lemeillier Emile Dua
Anne
Pierrot Didier d'
Dick Gordon Jack Delvig
Moise RaffalescoGerard Gerya
Ernest Buchler Jackie Gene

as for looks. Director Jacques
Henry Duval has brought out
of every ounce of comedy there was
due in the script.

Maxi.

#### De Midi

ontide) Parls, Jan. 1 Paul Claudel.

Eighty-vear-old Paul Cluedd iss, finally given permission for sin the presentation of this 33-year of the single presentation of this 33-year of the single presentation of this 33-year of the single presentation of the single presentatio

the discussed for a long time to come.

Properly speaking, it isn't a play at all but a long philosophical discussion between four symbolical and the religious poet—and their count struggles in the "nonuties" and the religious poet—and their countries of the property of the problems incomplexity of the problems in the property of the problems in the property of the problems in th

#### N. Y. City Ballet Co.

N. Y. City Ballet Co.

The fiedgling N. Y. City Ballet Co. The fiedgling N. Y. City Ballet Co. that an excellent addition to its control of the company preemed its first independent season fruntage vill at the end of the company preemed its first independent season fruntage vill at the act to music by Aaron Copland, with chorography by Antony of incidents on a slender story of incidents of property of incidents of person of people incidents of people with a supple of people with a supple of people with a supple of people with some teenage fiappers. But incode is always reliably susfained, and music and chorography blend in the people of the people with some teenage fiappers. But incode is always reliably susfained, and music and chorography blend and practically the work of Markel-sanne and Francisco Moncion as the leading couple, is admirable. The presses as a major organization, on a par with other U. S. major diameter story, of the people with the presses as a major organization, on a par with other U. S. major diameter story, of the people with the presses as a major organization, on a par with other U. S. major diameter story, of the people with the presses as a major organization, on a par with other U. S. major diameter story, of the people with the p

is before decided to the control of the control of

#### Total Broadway Grosses

he following are the comparative figures based on VARIETY's office estimates, for last week and the corresponding week of

SUII.	This	Last	
	Season		
of shows current	. 28	32	
eeks played so far by all shows	714	774	
oss for all current shows last week \$69	2,600	\$660,400	
ason's gross so far for all shows \$16,90	1,900 \$1	6,543,400	
of new productions so far	. 41	37	

#### Chi B.O. Holds O.K. Pace: 'Man' 26G. 'Roberts' \$29,200, 'Streetcar' 19G

Rainy weekend didn't cut into legit ho. as much as expected, with Chi finis of "Medea," "Man and Superman," and Breden-Savoy Comic Opera Causing ulast-minutes and Breden-Savoy and Breden Savoy Comic Opera Causing ulast-minutes are take. "Brigadoon" is also in last lap, with closing date set for Jan. 29.

Estimates for Last Week
Breden-Savoy Comic Opera Co., Opera Co.

Number Total we

Total gr Total se

Estimates for Last Week
Breden-Savoy Comic Opera Co.,
Civic Opera House (3d wk) (3,800;
\$3,71). Last week of Gilbert &
Sullivan way over previous week,
Nice \$24,000.

"Brigadoon." Shubert (15th wk)
(2,100; \$4,94). Second to final
week holding same as last with fat

week holding same as last with fat \$32,500.

Dante, Studebaker (1st wk) (1, 246; \$3.10). Opened Wednesday (12) and with Sunday matinee, in six performances, faring fine \$8,

(12) and with Sunday manner, ask performances, faring fine \$8,000, and and a Superman." Great Northern (3d wk) (1,505; \$4,94). Last week of Shaw comedy took a large hop to \$55,000. (81h wk) (1,305; \$44.0). Last week doing healthy biz with \$17,000. (8th wk) (1,305; \$44.0). Last week doing healthy biz with \$17,000. (8th wk) (1,305; \$44.0). Last week doing continue to head for this one. Biggest gross so far, at regular continue to head for this one. Biggest gross so far, at regular continue to head for this one. Biggest gross so far, at regular continue to head for this one. Biggest gross so far, at regular manner, \$200,000; \$4,330. (God matinee play keeping take at nearly \$19,000.

#### 'HEIRESS' \$19,400, L.A.: 'BLACKOUTS' \$17,000

"The Heiress" finaled Saturday
(15) after two weeks and four days, but the Biltimore rekindled again tast night (17) with "Born Yesterday." Town picks up again to-morrow when Las Palmas relights with the world preem of "Ice-land" a musical on ice.

Estimates for Last Week
"Biackouts of 1949," El Capitan
13d wk) (1,142; \$2.40), \$17,000

"The Heiress," Biltmore (3d wk) (1,636; \$3.60). Second full week's \$19,400 was okay.

#### La Crosse (Wisc.) Civic Expands to 2-Nite Basis

Expands to Z-Nite Hasis La Crosse, Wisc., Jan. 18. After two. seasons of successful operation in bringing touring legit shows here on a subscription basis, the La Crosse Civic Drama League is planning to expand bookings to the planning to expand bookings to members at \$10 each, with a waiting list of between 100 and 200 for tickets for the the legit engagements.

ments.

More than 700 new members have already been added to the orbar already been added to the orbar and the season of the 1949-50 season. Plays are booked on a guarantee basis through the United Booking Office, N. Y. All seats are reserved office, N. Y. All seats are reserved basis project. Older members have priority in ticket orders.

#### 'Laugh' Wry 8G, K.C.

Laugh Wry 8 G. K.C.
Ed Wym's "Laugh Camival," in
bers of three days and four
sectors of the days
and wound up with a slow \$5,000.
A & N Presentations, which
brough show in, has set the Bob
spec radio trough for a single
show in the Arena of the Municipal
Auditorium Feb.

#### SHOW BOAT' 71/2G, SAN JOSE

"Show Boat" grossed \$7,500 in single performance at Civic Audi-torium, San Jose (3,246 capacity) last Friday (14). Top was \$4.20.

**Current Road Shows** (Jan. 17-29) "Allegro" — KRNT, Des Moines (17-18); Music Hall, K, C. (20-22); Curran, Frisco (26-29).

"Annie Get Your Gun"-Ford's

"At War With the Army"—Aud. Htfd. (21-22); Wilbur, Bost. (24-29). 29).

"Blackouts of 1948"—El Capitan,
L. A. (17-29).

"Born Yesterday"—Biltmore, L.
A. (17-29).

"Brigadoon"—Shubert, Chi (17-

29) "Carousel" — Mosque, Richmond (17-22).

Dante—Studebaker, Chi (17-29) "Death of a Salesman"—Locust, Philly (24-29).
"Desert Song" — Shubert, Philly (17-29).
"Favorite Stranzer" — Shubert

Philly (24-29).

Philly (24-29).

"Favorite Stranger" — Shubert, Philly (17-29).

"Favorite Stranger" — Shubert, Philly (17-29).

"Favorite Stranger" — Shubert, Philly (17-29).

"Bost, (17-22); Walnut, Philly (24-29).

"Finian's Rainbow" — Cass, Det. (17-20).

"Finian's Rainbow" — Cass, Det. (17-20).

"Finian's Rainbow" — Cass, Det. (17-20).

"George White's Varieties" — Curran, Frisco (17-22).

"Harvey" — Hanna, Cleve. (17-22).

"Harvey" — Shubert, N. H. (17-22).

"Ac a.d. North'mpton. (24):

"Utica (27-29).

"High Button shoers" — and. (24-20).

"Laugh Carrival" — American, St. Louis (17-22).

"Man and Superma" — Hattman, Detr. Bost. (17-29).

"Man and Superma" — Hattman, Detr. Bost. (17-29).

"Man and Superma" — Hattman, Cass, Cass

"Mr. Roberts" — Erlanger, Chi.

"mr. Koberts" — Erlanger, Chi.
"O Mistress Mine" — Plymouth,
Bost. (10-22): Court, Spgfd. (24-26);
Acad., Northmptn. (27); Aud., Hartford. (28-29).
"(No. 1 Co.)—Nixon,
Pitt. (17-29).
"Oklahoma!" (No. 2 Co.)—Aud.,
St. Jos. (17); Mem. Hall, Joplin (1920); Mosque, Spgfd. (21-22); Murat,
Indpis. (34-28).
"Raze the Roof"—Shubert-Laf...
"Raze the Roof"—Shubert-Laf...

Det. (10-15); vt. Notus, cm. u., "Show Bos" — Aud., Boulder (18); Aud., Denver (19-22); Home, Othic City (24-23); Hall, Tulis (20); Music Hall, K. C. (27-28).

"The Bir Knife" — Shubert, N. Haven (26-29).
"The Bir Knife" — Geny, Frisco "They Knew What They Wanted" — Forrest, Philly (17-29).

#### 'Varieties' 20G, Frisco

Varieties' 20G, Frisco
Gorgo Parnadisco, Jan. 18.
Gorgo Whites "Varieties", with
Lou Ingo Whites "Varieties", with
Howard, shuttered Salurday (15)
at the Curran (1,776; 8259) with a
the \$20,000 for its third and final
next. Wednesday (29) when "Algorgo open the shutter of the shutter of the
perm" open shutter basell Ratbone, Beatrice Straight and Patricla Collinge, opened Monday
(17) at the Geary (1,505; \$3.500,
Stowing a fine \$50,000 advance.

## New Haven, Jan. 18. "Desert Song," playing a full stanza at Shubert last week (10-15), garnered fair enough biz in eight performances at \$3.60 top. Final score was an approximate \$16,000. 'DESERT' 16G. NEW HAVEN

Joe Magee, of the William Mor-ris legit department, has had a re-currence of the muscular ailment he contracted in the Navy, and is taking a three-month leave of ab-sence to travel in Europe.

#### South Sees 'Menagerie'

Via Leigh (Mei-Augmers Gilbert Leigh, whose production of "Glass Menagerle" recently sk-week to turn of one-nighters, figures on taking another play on a similar tour through the south this spring or next fall, possibly in repertory with the Tennessee Milliams drama. He has stored the Georgia, "Georgia" set and props in Georgia.

"Menagerie" set and props in Georgia.
Georgia he west into the red all thou with "Menagerie" Leibt believes he can make money on such a tour again, with more efficient booking and exploitation. Production cost of "Menagerie" was only about \$5,000, as Jules J. was a constant of the play, gave Leigh the original politication of the usual politication of the usual advertising. All the show's dates were small towns off the usual advertising. All the show's dates were small towns off the usual edit booking in wears.

John Cosgrove directed the show, in which Mary Petry played

John Cosgrove directed the show, in which Mary Perty played the mother, Peggy Love the daughter, Lew Sisk the son and Leigh the Gentleman Caller, be-sides being company manager, stage manager, prop man, etc.

## 'Sly' 71/3G, Philly, 'Shoes' \$34,900. 'Bough' \$4,200

Although a long list of shows are still represent the still represent the still represent the still represent the representation of the still represent the representation of the still representation

Stuberts of Last Week .

"High Button Shees," Shubert (3d week) (1,877; \$4.59). Musical in return engagement here easily leads the town on the week with \$34,900.

Establishment of the Meek Walnut (1st week) Elackstone, Walnut (1st week) (1,340, \$2.60). Magician getting his usual good local play; nearly \$9,000 and will do even better this week. "Leaf and Bough," Forrest (one week only) (1,766; \$3.25). Second string crix turned thumbs down and tryout folk-drama in for stage week here. never had a stage

week here never had a same \$4.200.

"Shop at Sly Corner." Locust (one week only) (1,580; \$3.25). Not much better although first string crix were split on merits; \$7,500.

#### Born' 7G in 4. Denver: 'Okla.!' 14G in 3, Pueblo

in two performances in Salt Lake City (Stahomal" did a big \$14,000 in three shows in the Auditorum in Pueblo, Col., at a \$4.20 top with 2,000 seats. Both shows were han-dled locally by Arthur M. Ober-felder.

#### 'Allegro' 261G, St. Loo

"Allegro" St. Louis, Jan. 18.

"Allegro" closed its second and
windup week at the American Salurday (15) with a neat \$26,500.

\$25,000. The scale was \$42,500.

"Ed Wynn's Laugh Carnival"
teed off a one-week stand at the
American last night (Mon.). House
is scaled to \$3.66.

#### 'Okla!' 40G in 1-Niters

Okla! 40. In 1-1410ers
St. Joseph, Mo., Jan. 18.

"Oklahoma!" grossed a total of
\$40,000 last week in a string of
one-nighters in Denver and Pueblo.
Col.; Hutchinson, Kan., and here.
Theatre Guild production is splitting the current week between
Joplin and Springfield, Mo.

#### 'CAROUSEL' 26G, ATLANTA

Atlanta, Jan. 18.

Atlanta, Jan. 18.

Theatre Guild production of \$26,000 at the Tower here last week.

Musical moved to Richmond this week.

## outh Sees 'Menagerie' B'way B.O. on Upgrade; 'Girls' \$53,500, 'Chaillot' 20G. 'Ear' 29G. 'Anne' 32G 'Kate' 46G, 'Ave.' \$19,000 in 4

Altendance rebounded last week who C. 1909; \$4800. Bounced back comparable in degree to the previous week's post-holiday slump, the uptum action and the uptum action and continued through jast week to a peak Friday and Saturday (1445).

Business has now entered the substantial draw should be able to hold on through the spring, to the epidemic of closings is an order and the spring of the substantial draw should be able to hold on through the spring.

Estimates for Last Week.

Estimates for Last Wee

the previous weekend, and comtimed through Jast week to a peak
Provent and the peak
Provent and the peak
Provent and the peak
Provent and the period, which customarily continues into pre-Baster,
so the epidemic of closings as are
so the epidemic of closings as are
to the period, which customarily continues into pre-Baster,
to the period of closings as are
to the period of the period of the
told of the period of the period
told of the period of the period
told of the period
told

about \$35,800.

"As the Girls Go," "Winter Garden (9th wk) (M-1,519; \$7,20). Still topping the list by a wide margin; almost capacity again at \$53,500.

almost capacity again at \$30,000 and \$100 and \$1

(15) to a mere \$4,000 for five per-ormances. Named Desire." Bar-ymore (59th Wc) (D-1,064; \$4,80.) Prize-Winner bounced back to near-capacity; \$26,000. Stages (5d. 40) (D-209; \$30.) This is the and week for Jean-Paul Sartre meller; \$4,000.evg; \$1,000.evg; \$

## 'Manhattan' 26G. 'Mistress' 11G. 'Girl' 18G. Hub

Three openers and the second of the stephing into any pricing large of the stephing into any pricing large of the stephing into any stephing large of the stephing into any stephing large of the step

#### N. Y. City Ballet Grosses \$21,000 In 4-Day Week

\$21,000 in 4-bay Week
The N.Y. City Ballet Co., presented last Thursday (11) at the
City Center, N.Y., for the first
time under Corner aponsorship,
performances through Sunday
(16) night. Big was close to
opening night and Sunday matines
occuping night and Sunday matines
excepted.
Management was also encounmanagement was also encoundrawn of the control of the
orders, in advance of engagement.
Trough, however, needs about
figures to lose about \$10,000 for
the two-week stay.

#### 'Harvey' 231G, Pitt

Harvey 2.5 th, Ill.

Frank Fay in "Harvey" hung up a smart \$23,500 last week at the Nkon. However, Fay din't make he have a smart \$23,500 last week at the Nkon. However, Fay din't match pany of "Harvey", which played here for three weeks more than a year ago and did around \$80,000 on "Oklahomar" opened last night (17) for third wist and it?ll was big as the first time. Mall orders for the two weeks amounted to dow sale got under way.

Cincinnati, Jan. 18.
Rodgers-Hammerstein musical,
"Oklahomal" chalked up a nifty
\$36,200 at the Taft auditorium here
last week.
Show is in Pittsburgh currently.

## **London's Lindsey Theatre Acquiring** Rep as Ace West End 'Tryout' Spot acles extend into Crosby's Para-

London, Jan. 11.

Of all the Little Theatres in London and its environs—and they are well over a dozen—one of the most successful is the Lindsey Theatre Club.

Club.
Founded two and half years ago on a shoestring by dress designer Frederick Starke and A. T. Smith, at out-of-the-way Notting Hill Gate, it boasts among the way. Frederick Starke and A. T. Smith, at out-of-the-way Notting Hill Gate, at out-of-the-way Notting Hill Gate, at out-of-the-way Notting Hill Gate, at out-of-the-way Hill Hill Gate, at out-of-the-way Hill Gate, at out-of-the-way Hill Gate, at out-of-the-way Hill Hill Gate, at out-of-the-way Hill Gate, at out

Among its lesser unto are vecuoL. Georges' Cavair to the GenE. Georges' Cavair to the Gen
E. Gen
E. Georges' Cavair to the Gen-

ANTA Scouts to Gander Boston Rep Situation

Boston Rep Situation
The Proper service of the American National Theatre
the Moston Repertory theatre, to
see whether endorsement of the
project, recently withdrawn,
was decided Monday (17) at the
ANTA board meeting.
Question arose as result of an
Question arose as result of an
Operations beyond the amounced
operations beyond the amounced
understood that ANTA's previous
withdrawal of its endorsement of
the Royan because the outfit failwhich the original approval was
based.

#### Truman

able competition for the tale, so the liberalized thinking on this type of property isn't limited to 20th production chief Darryl F. Zanuck alone.

Zannek alone.

Even more important than the evidence of change given by this buy is the willingness of other studies to consider submissions of consideration of consideration or a consideration of anything beyond straight enter-tainment, they've clearly changed their mood since last Nov. 2.

Oh You Thomass!

More by Sir Michael Backeth Moore by Sir Michael Backeth More by Sir Michael Backeth M

#### **CBS-Croshy**

Continued from page 1

mount Pictures deal. In effect, it mount Pictures deal. In enect, it puts CBS in the picture business through its buy-in on the Crosby-Par setup. Just how close the maneuvering encroaches on capital gains appears speculative at the

moment.

A high CBS spokesman made the off-the-record revelation t h a t through the negotiations Paley is buying into the multiple show his corporations headed up by Crosby (of which there are about six) but its entirely exclusive of Crosby's Decca holdings, which won't be disturbed disturbed

disturbed.

But chiefly, if gives Paley an exclusive on the singer as a radio-television personality, tunsferring him from his present Wednesday night. ABC network occupancy late on CBS, thus permitting the capture of a sustained listening habit.

CBS is already in negotiation with Philoc. Crosby's current of the same bankrolling setting.

bankrolling setup.
The purported CBS-Paley "understanding" (nothing's been signed as yet), comes at a time when
the apital gains fewer is running
to the film-radio meeca and
in the according to the contime of denisis that Crosby
is doing anything more definite
than talking.

than talking.

Almost right down the line the word's been passed along to "lay off if you don't want to get latto a DC Jam." That not only goes for the top-priced radio artists, but film personalities also are practically resigned to the inevitability of getting an Internal Revenue brushoft.

Drushoff.

The word here is that such capital gains deals as those involving Al Jolson and Columbia Pictures, the Nunnally Johnson-Universal c.g. pact, etc., are strictly "no dire"

c.g. pact, efc., are strictly "no dice."

Columbia's deal to buy out Joins interest in the pix sequel, and in the pix sequel and pix sequel

come across.

If, in the future, attempts are made to maneuver such capital signs negotiations where talent agains negotiations where talent and the such as the s

steutns on the talent warpath.

As far as the film-radio mob is
concerned, the only ones thus far
breathing 'easier under the capital
gains oxygen are Amos 'n' Andy,
who, regardless of reports to the
contrary, are practically "untouchable" as far as any D. C. retroactive action is concerned.

#### Revenues Ask Solo-Pic Cos. to Check Returns

Cos. to Uneck Returns.

Letters from the Internal Revenue bureau to indie producers operating under the so-called one-picture deal capital gains tax setup are asking for a recheck of returns.

Letters say past reports have been during the conderconcers of the conderconcers of the conderconcers of the conderconcers of producers, their corporate structure and tax returns a producer structure and tax returns.

In one case where a producer made a number of films on a cap-ital gains basis, the latter has been requested by the Government to make an adjustment equivalent to two-and-a-half times the profit on his vice.

nis pix.

The letters are called "deficiency" notices. They request the producer to contact a tax consultant to make a proposed adjustment in so far as the Government disagrees with methods followed in computing various tax returns,

'Finian's' 271/2G, Detroit; 'Bloomer Girl' \$38,500

Divomer Girl' \$38,500

"Finian's Rainbow" pulled a fair gross of \$27,500 at the Cass here last week.

Detroit Light Opera production of "Bloomer Girl," at Masonie Temple, rang up a moderate \$38,500.

#### **AGVA Opposition** = Continued from page 1 =

continued from page 1

declined to Join the consolidation, but has approved the idea for the other affiliates.

As a part of the merger plan, the proposed Joint television organization was also drawn up. This setup between the merged eastern unions and SAG, with Jurisdiction shared between the east and Coast, and control and expresse equally spill. AGVA has been invited to tused to go along, as in the case of the merger.

tused to 50 stones, as in the case of the control o

#### Music Hall TV

program), it'll approximate the flavor and capture the production techniques of the mammoth show-

sectingues or ton manmous anove-table and the section of the sect

either corporate or individual. Procedure calls for producer to put the business into the hands of a tax consultant to Iron it out to satisfaction of both taxpayer and the Government. Otherwise it becomes subject to litigation.

#### Stage Design

cover such professional expens as taxi fares and tips while on an assignment. And, Bay adds, the Treasury Dept. is painfully unsympathetic about tax deductions for professional expenses.

Having had one taste of Holly-wood. Bay doesn't intend to go back there unless it's as a director as well as designer. As do most of his colleagues, he believes that the asset was to be including even of a production, including even of a production, including even control of the production of the performance. Only thus, his even work is designed show the performance of the performance of some producers to disre-eary of some producers to disre-cent of the producers of the producers of the sound of the producers of the producers of the pro-tact of the producers of the producers of the pro-tact of the producers of the p Having had one taste of Holly-

quenty "typed."

Bay's experience in Hollywood taught him that the art director, as a designer in the film studios is known, is merely a minor embedding the state of the stat

#### Costs As High On Co.

Costs & High- on Coast
Costs as High- on Coast
Contrary to general belief in the
trade, legit production costs are
tinus as high on the Coast as in New
York, according to Bay. He expolians that although it's possible
plains that although it's possible
there than in the east, the reason
there than in the east, the reason
there than in the east, the reason
much or more on the Coast than
much or more on the Coast than
much or more on the Coast than
the supply of top craftsmen is so
the supply of top craftsmen is so
pay premium wages. Nearly all
the supply of top craftsmen is on
pay premium wages. Nearly all
the supply of top craftsmen is on
the supply of the supply of the supply of the
two shops for legit scene construction.

Bay sees little chance of lowering construction construction continuity of production by different manifest of the continuity of production by different manifest of production by different manifest of productions, lite thinks that if producers could get together to pool physical productions, such as basic settings, furniture, dropes, and the continuity of the continuity

that's as far as It goes.

As a former president of the
Scenic Artists union (the only designer ever to hold the office) Bay
has great respect for the other

tion to impress laymen.

Besides "As the Girls Go," Bay's

designing assignments so far this

essason include "Magdalena," the

new Clifford Odets play, "The

lig Knife," and the forthcoming

Lillian Hellman

dramatization,

"Montsarrat." The latter will

bring his total of Broadway de
signing sinist to 60.

#### GIRL FRIDAY

Weite Box 778, Variety, 151 W. 46th St., New York 19, N. Y.

SUMMER THEATRE
(With Ber and Restaurant)
One of the Bent Known in
New England
Offer annual eportunity for
two partners, plint or active. For details write Box No. 841 Yarlety, 154 W. 46th St. N. Y. 19, N.Y. immediate Action Naccessity!

#### THEATRE WANTED!

A-1 EQUITY COMPANY needs new location. Stayed 3 years in last city until lease expired. Will rest 4 walls or on percentage. Begin in March, Write: Box 315, Variety, 154 W. 46th St., New York.

Personal Management: NAOMI HORRABIN aramount Theatre Building, Des Moines, Iowa

LONDON: HARRY FOSTER'S AGENCY

CURRENTLY Emile Littler's "HUMPTY DUMPTY" CASINO THEATRE, LONDON

#### Literati

Herey Books for Japan
Two wartine books by John Articles will be expanded into a Hersey, "Hiroshima" and "A Bell book for Doubicday publication, for Adano," are included in a list. Eddic Cantor, is also sathoring of books to be published soon in moderating the state of books to be published soon in moderating the state of the st

secruing royalties to charities withinthe city of Hiroshima.

Other publishers who have been
all books in Japan include Liveright Publishing Co., which plans
all books in Japan include Liveright Publishing Co., which plans
tice-Hall, which will start with
E. G. Olsen's "School and Comrice-Hall, which will start with
E. G. Olsen's "School and Comrive-Three-Infinity".
The Company of the Company of the Company
E. C. Company of the Company
E. C. Company

Austria Inks 24 U. S. Scribes Austra Inks 24 U. S. Scribes
U. S. Publication section in
Vienna announced that Austrian
hook publishers signed. 24 contracts for editing German language
editions of American authors, with
Pearl S. Buck, Dorothy Baker and
Theodore Dreiser in the lead.
Eight books already on market
and average sale of 3,000 each.

'Reader's Encyclopedia'

"Reader's Encyclopedia", edited by William Rose Benet indexed), is an enormously useful volume for writers or anyone interested in the literal field. Its control of the literal field is including American literature, American diama, foreign literature, symbology, Biblical literature, anythology, Biblical literature, American history, word history, geography, current affairs, literary terms, Bupans and phrases, characters, myths and legend, dates, place names, critical references, biographical date, definition, and the literature of the control of the cont

Buye L. A. Throwaway
James Parton, preys of the Los
Angeles Independent Publishing
Co. amounced the purchase of the
News, a give-way-with a twiceweekly circulation of 500,000.
Shopping News, founded in 1922,
Shopping News, founded in 1922,
and published as with Independent
and published as with 10 to 15 separtic twice-weekly editions coverlar community news in various
present the control of the control of the control of the control
and published as with 10 to 15 separtic twice-weekly editions coverand control of the control of the control of the control
and the control of th

Celebrities Cookbook
"The Celebrities Cookbook
"Cookbook"
"The Celebrities Cookbook
"State Cookbook"
\$3.75, contains respectives from 25
James, mostly from show business.
Some of the contributors may not actually prepare the favorite dishes they describe, but presum-show someone else does so for directions of the cookbook of the coo

CHATTER

Emily Ashe Banks appointed publicity director at Town Hall, N. Y.

Agek Karr in Hollywood to Interview film, radio and television.

Agek Karr in Hollywood to Interview film, radio and television.

When the continue to the continue of the con

#### Newsreel Coverage Continued from page 2

(by film) when four main events of the record-bréaking In a u g u r a l ceremonies are telecast Tomorrow (19) and Thursday (20).

550 From Radio, Tele

needs of radio and video. Special stands have been constructed along the route of the parade for camera-men and commentators. Coopera-men and commentators. Coopera-men and commentators. Coopera-men and commentators. Coopera-mentators and construction of the mobile units and various types of aircraft in covering the seven-mile stretch of parade on the ground and the "air cover" of 600 bombers. fighters, flying boats and mixed

fignets, nyms worse-planes, Complete coverage of the Inau-guaral will also be carried by FM as well as AM. Continental FM as well as AM. Continental FM four events in full expects to be loined by additional stations for part of the time and by the rural radio network in New York State

radio network in New York State for the Thursday ceremonies. The full Continental coverage will be carried in the New York City area by stations W2XMN-W2XEA, owned by Dr. Edwin Arm-strong, FM pioneer.

## **New Look For Pub Industry**

By K. S. GINIGER (Director of Public Relations, Prentice Hall, Inc.)

Objector of Photos Rectarrons, however, and the property of th

Interest of the control of the contr

is pook publishers, rolling mertily or not so loans the road to extinction.

It for some and to extinction and to extinct to the form and to exert and nutrity of print and hard covers and puts it in that rolling to the public at large, thus assuring himself of a sufficient income to buy his authors lunches at the challength of a sufficient income to buy his authors lunches at the the Algonquin and the Plaza. There may be other considerations in the angular to Some of the contributors may not actually prepare the favorite to From Radio, Tele.

Never before have so many radio and television men descended on the same that the state of the same that the same

#### SCHLLY'S SCRAPBOOK

By Frank Scully \*\*\*\*\*\*\*

Let everybody else get primed for the big drive through the center of the line by television. I am keeping my eye on that frontier frolic called the square dance,
I recently saw it turn an old Tucson hotel from a museumpiece into a place as lively as ducks dancing on a hotplate. And surveying the scene was Nick Hall, the manager, looking like a merger of Wild Bill Rickok. Wallace Beery, Harry Carey, Boward da Silva and Big Boy Williame

Williams.

Seems Nick moved in from Missouri by way of the LaSalle hotel in Chicago I s'years ago, picking up en route a 10-gallon hat, some cowboy of comparts a 10-for muleskinners bullwhip. He draped all these propa over his breezy, joyial personality and showered Arizona with a hospitality that was as authentic to an older Tueson as its glant accili.

over my other than the control of th

has come to Tueson since Rosemary Taylor wrote "Chicken Every Sundy" and Westbrook Pegler saved around to ear it. The force was the hand of Nick Hall.

The Hand That Held
Once I had fouched the hand of Nick Hall there seemed to be no letting go. All hired hands were astrong the theory of the thing to the theory of the thing to the thing so. All hired hands were astrong the thing to the thing to take no money from me.

Hall's hospitality kept everything coming our way like an old magicina's wand. My Skipper, aged 17, who accompanied me on this cone to late could give so tall in the estimation of frontier townsmen. The Nick Hall language which accompanied these benefactions could never be cleaned up for radio. Not even for the warmup sessions. I learned that the change had come over the old Santa Rits hotel years carers out of a wing because they were carrying a rehearsal right through her afternoon sietza. He was a lot of influence" she said to Nick, as he sai in the wildest private office this side of Buffalo Bill's Lockout Mountain hacienda, "so you'd better listen to me."

"Lady," said Nick, "I don't care if you've got diamonds in your "Isabergasted, she got up, looked around his office and walked out saying. "Well, I haven't looked around his office and walked out saying." Well, I haven't holded that must have cost him saying. "Well, I haven't saying and the state of the said of the saying and the substantial content of the walk and over to his left were several saddle, which once belonged to Tom Mix, and next to that one of the oldest sideaddles had honora, which I supposed Nick rides when suffering from hangovers. Suffering as I mitesed days from astigmating, I can't say for sure it belopiones or handers. On the wall subvertible floorshow of the old west Nick has added to his hold were handing from the wasteles, but they looked lake telephone.

phones.

On the walls above this floorshow of the old west Nick has added non the work on General Policy of the Old West Nick has added the Construction of the Constr

Hedda Hopper—all signed with glowing tributes to Hall's ever-flowing hospitality. So golden palonium named Champs and has 30 pairs of hand-fowld hoots to keep him from getting corns in any one place. In and out of his office, around the hotel's lobby, eateries and endless bars, he moves like a law unto himself, a ghost from the days when men were men and womme glad of it.

May be a supplied to the supplied of t

governor to prove it. Nin Milsto 1879.

The population of Old Tueson is two. Hollywood producers have already used it for pictures—the most notable being "Arizona," starring Jean Arthur and Bill Holden, and "incendiary Blonde," with Betty Hutton and Bob Hope. Teel Hiver was made nearby.

Hutton and Bob Hope. Teel Hiver was made nearby.

Teel and the star of the start of the start

the Santa Rita.

He Santa Rita.

Cents to the center—up to the bar,
Gents to the center—and form a star,
Gents to the center—and form a star,
Gents to the center—and form a star,
Gents are the star of the star

skirts.

I know they will because I came to Tucson on a secret mission but after a few of Nick's martinis I've forgotten both the secret and the

the remainder-shops in Times horrid an outlook for the publisher Square. He makes little or no himself, whatever it may mean for money from this operation and the future of books. But, just as the property of the property

sitting on boards of directors and rights alone. My spies report that saving money by publishing fewer books).

So far, this does not present too production of crying towels.

DUDS

Broadway Nat Mortan, former N. Y. agent, for annual vacash and headed ack to his chicken farm in Florida onday (177)

Mat Mortan, tormer And 1 seeded 1 seede

"Rachel."

Billy Gould out of Roosevelt hospital after recent setback and recuping at home. Gould was formerly partnered with Valeska Sur-

pilal after recent setback and recuping at home. Gould was formerly partnered with Valenka Suruly and the setting of the setti

#### Mexico City

By Douglas L. Grahame XEFI, Chihuahua City, closed by

XEFI, Chihuahua City, closed by a stylke. Alfred Holguin, Selmick manager, back from a trip Mexican pic service, the control of the control o

national actors union, doing well beading a dramatic troups on the source of the sourc

#### Paris

By Maxime de Beix (33 Blod, Montparnasse)

(33 Blod. Montparnasse)
Lucienne Boyer in at Ciro's.
Edith Piaf SRO for concert here
in February.
Rex Stewart to Amsterdam for
night club chores.
Carreres throwing a dinner part
for Katharine Dunham.
Joseph Cotten back to Vicenna to
finish Korda's "Third Man."

nnish Korda's "Third Man."

Hurvitz to London for audition in new West End play,
Garry Davis flooded with film
offers from French producers.
Yehudi Menuhin to give a concert here Feb. 4 at Salle Pleyal,
Rene Frady and P. Guerin to U. S. to book new show for the
Lido.

Lido.
Middleweight champ Marcel Cerdan now an actor in French

Rainbow" will be produced here

Rathlow" will be produced here this spring.
United States Information Service played film to 800,000 French per Charles of the State of

Pierre Louis-Guerin giving Chaz Chase a two months leave from ils Lido to play a part in "Male War Bride" in London. Chaz Chase to Riviera instead of London for film chore, due to Ann Sheridan's pneumonia, will return to Lido in a month.

#### Washington

Washington
By Florence S. Lowe
Morton Downey Innigural headliner al Hotel Statler.
Frank: Boucher, K.-B theatre
chain manager, heading ticket committee for insugural Calab.
Active Club Statler.
Gratery Club Statler.
Salle de Champagne, patternee
street Greenvich Village beiter of
street Club Calre.
Week as guest of indie exhib
Stdney Laust.
Salle de Champagne, patternee
after Greenvich Village beiter ost
week on site of defunct Club Cairo.
Herman M. Parris named gen-Week on site of defunct Club Cairo.

Herman M. Parris named general sales manager of WWDC, with Helen K. Mobberly taking over as commercial manager of WWDC-FM.

commercial manager of wwb.

Ed Studney upped to post of
chief announcer at WOL-Mutual,
with Ray L. Hutchinson acceptable announcing staff of
station's announcing staff announcing staff or
tation's announcing staff announcing
tation's announcing staff announcing
tation's announcing staff announcing
tation's announcing staff announcing
tation announcing
tation announced the staff of the staff

preemed program in 1928.

Mary Paullne Perry, ex of VaRIETY'S Washington staff, gave up
her publicity bureau to become
publicity director for WMAL-ABC
and for the web in Washington.

and for the web in Washington.
Floyd Brooker, film chief for U.
S. Dept. of Agriculture, used
Metro's "Story That Couldnt' Be
Printed" and Warners' "Give Me
Liberty" to illustrate his lecture
last week before Washington's Motion Picture Council.

#### Tokyo

Tokyo

By Resell splane
Robert Smody, 20th Fore advances
gent, here to explore film-making
possibilities in Nippon.
Dwight B. Herrick, former NBC
night executive officer in N. Yu.
service program officer in radio
to and Education section.
Femme film stars in Nippon conformers in earning power. Tokyo
Tax Bureau figures released recently reveal four actresses paying
income tax, and only three actors.

#### Buenos Aires

Monroe Isen of Universal to Uruguay on first lap of trek to U.S. Warbler Charlo, signed by Radlo Belgrano for Federal Soap broad-

Belgrane for Federal Soap broad-casts. Fernando Ochoa leaving to do legit work with Lola Mem-brives in Madica. Carlo Harden Zully Moreno Inked for principal to production of 1949. Amadeo F. Ottalagano, former Rades web announcer, to work in London. Ave Nibeni, Italian cinemactress, returns to Italy after making pie-returns to Italy after making pie-returns to Patrick in Sueno-dales.

Alres.
P. Walter Jacob, director of In-

n Rebuster.

n Rebuster.

n Rebuster.

Rebus

#### London

Title of Bernard Shaw's latest play is "Far Fetched Fables." No plans set for its production date. Ruth Draper donating her salary for the last week of her season at the Haymarket to various charities, one of which is the Actors Orphanage.

Rutu Draper donating her salary for the last week of her season at the Haymarket week of her season at the Haymarket week of her season at the Haymarket the Actors Orphanse.

Despite representations by the British and German performers appearing in British vaudeville sint to be related to the British vaudeville sint to be related to the British vaudeville sint to be related to the British council to set as reference of the British of the British council to set as reference of the British o

#### Philadelphia

Philadelphia

Eddie King fronting his own hand at the Click.

The Click of the Clic

#### Rome

Gregor Rabinovitch ar back from a visit to Sicily. and wife back from a visit to Stelly.

Director Henry King will stay
in Rome another two weeks before going to Rollywood.

20th Fox's "The Prince of Foxes"

20th Fox's "The Prince of Foxes"

Roman -Barber, shops are doing a
thriving business.

Carlo Levis "Christ Stopped at
Eboli" will be made into a film
flustric Cinematograficae).

"I Giorni Della Vita" (Itleral
Industric Cinematograficae).

"I Giorni Della Vita" (Itleral
Industric Cinematograficae).

The Days of the
Life') by William Savoyan, is at
Thornton Wilder in Milian to atThornton Wilder in Milian to at-

Ischia, called "Christmas in Ischia,"
for the Coronet Co. of Chicago
"Life With Father" in its third
week at the Eliseo. This are to
second time within two second time
the Lindsay and Cross play in
Italian. Vittorio, Gassman is
New months below are the Form

Italian. Vittorio Gassman is Father. Gerings here are the Exceed of the ABC citib at the Amessador hotel. 57 Citib, and the Pleidd. All have danchig, and feature small orchestral combinations of the Amessador hotels are supported in the Amessador hotels. The Amessador hotels are supported by the A

#### Minneapolis

By Les Rees

Red Allen and J. C. Higgenbotham opened at the Dome.

"Red" Allen and J. C. Higgenbotham underlined for Dome

nitery.

Connee Boswell, Frank Payne and Harry Cool orchestra into Club Carnival.

Connee Boowell, Frank February
Connew Control of Contro

Theatre Guila sussessing ing.
Ring & Lamb guest stars with new Dorothy Lewis ice show, "Belles and Beaux," at Hotel Nicollet Minnesota Terrace.

#### Pittsburgh

Pittsburgh

By Hal Cohen

Grum-beating "High Button Shoes."

A bashnowitch in town

drum-beating "High Button Shoes."

I bringing Lin Pet Fin here for re
cital in the spring.

The property of the content of the con
gradied Conde, in the Charles

Weldman dance troupe.

Jackie Hellef had a relapse from

Carousel for another week.

Raul and Eva Reyes headlining

show at Terrace Boom their Rau
Endle Foy, Jr., in "High Button

Shoes," just booked into Nixon for

Tommy Carlyn's mother to Bill

Green's to hear his band, first time

she's ever been in a night clussi
all director, and his wife cele
where the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Time of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
Both of the content of the content of the con
B

at Tionesta, business.

Lee Sabinson flew in from N. Y.
to throw belated New Year's party
for entire company of "Finian's
Rainbow."

#### Dallas

Jack Nye band replaced Chick Floyd in the Mural Room at Baker hotel Jan. 7. Bredice and Olsen opened at the Suburban Club. Andy Rice con-

Solvence and the bendered at the continues as entire. And filter continues as menter of the continues as the continues and followed and followed

#### Portland

Hazel Scott set for concert at

translation: "The Days of the Life") by William Saroyan, is at the Little theatre of Rome. Thornton Wilder in Milian to at Thornton Wilder in Milian to at Thornton Wilder in Milan to at Days of the Wilder in Milan to at Days of the William to the William to

#### Hollywood

I seele is the father of nine w

Phyllis Coates divorced Richard Bare. William Dieterle aired in from

aris. Ouinn Martin hospitalized for surgery.

Jim Lowery hospitalized for a

Jim Lowery hospitalized for a checkup.

Marie McDonald hospitalized for minor surgery.

Janis Paige to Chicago for three weeks at Orlental.

Micheline Presle's new film name is Micheline Presle's new film name

Montgomery Clift in from Switz-erland and points east. Eddie Cantor plotting a personal appearance tour in spring.

Henry Fondas selling their Call-fornia home to live in Greenwich, Conn. Paul Kelly back after 68 weeks on the stage in "Command De-cision."

Walt Disney to Indiana to be made honorary alumnus of Purdue.

Jeanette MacDonald returned from San Francisco where she gave a concert.

a concert.

Gradwell Sears and Arthur Kelly in town for United Artists confactory Cowlin and William A. Scully in town for UI studio huddles.

Frank Capra back at his Paramount desk after a week's struggle with flu.

Cayl

mount desk after a week's struggle with fill.

Carl Post, ankled the Goldwyn studio to represent Screen Directors Gulld.

Warn Warn was acclaimed with the control of the Carlo of the Carl

Sound for three days in Apple ValEver, Peter Rathron returned from
Mexico City where he conducted
personal business for Floyd Odlum.

Every Ever Rathron returned from
Herico City where he prod Odlum.

Every Every Every Every Every Every

Every Every Every Every

Every Every Every

Every Every Every

Every Every Every

Every Every

Every Every

Every Every

Every Every

Every Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Every

Eve

#### Australia

Austfalla

By Eric Gorrick

Terrific biz for Metro's "Julia
Misbehaves" at Liberty, Sydney,
Colonel Hurley, longtime on the
board of Aussie film censors, bowed
out.

Carroll Rheinstrom, prexy of Macfadden Publications, visiting here.

here.
Eric-Collins has resigned from
Hoyts. Was formerly advertising
director of RKO. "Present Laughter" will go on the road for Fuller-Carroll after current Melbourne hit run.

David N. Martin, head of the Tivoli vaude loop, is still dicker-ing with Danny Kaye for an Aussie run. run. Bob Geraghty doing fine with floor shows in lush Queensland vacation resort of Surfers' Para-dise.

Kiwis, soldier concert troupe, after two years in Melbourne, bow into Empire, Sydney, for J. C. Wil-

liamson.

into Empire, Sydney, 107 J.S. Indeed, 1880. J. Sdwards, British television topper, is here for talls with government officials covering the setting up of video in Aussic. Ceell Marks, onetime the policy, has joined the Korda organization as general sales manager. J. H. Roberts, top London character actor, will play a series actor will play a series actor will play a series of the series of t

time.
"Spring in Park Lane." Ana Neagle-Michael Wilding costarrer, is first pie to get under way here on new Alexander Korda distribution setup after his break with 20th-Fox.

#### **OBITUARIES**

years.
In later years he had directed productions for Eddie Foy, Marie Dressier, James T. Powers and

Southern radio broadcaster, died in Greensboro, N. C., Jan. 13. He became publisher of the Greensboro Record in 1924 and 1924 when the newspaper was sold to the Bryant and Thomason in 1927 when the newspaper was sold to the Bryant and Thomason in 1927 when the newspaper was sold to the Bryant and Thomason in 1927 when the Register of the Royal Carolina Broadcast of the North Carolina, which operated WBIG-CBS.

He continued as head of the organization in 1928 and 1928

HARRY HIRSH
Harry Hirsh, 63, pioneer Philadelphia exhibitor, died Jan. 10 in Atlantic City, where he made his home.

home.
Hirsh, who was president of the
Hirsh Amus. Co., operated four
theatres in Philly.
Survived by a son and two
daughters.

GILBERT L. BECKER
Gilbert L. Becker, office manager for Metro in Detroit since
1830, died over the weekend following a protracted illness. He
joined the old Goldwyn company
in 1922, in the booking department
at Albany. Albany. Surviving are his wife and two

WILLIAM H. BEYER WILLIAM H. BEYER
William H. Beyer, 58, who for
many years had foured vaude as a
member of the American Comedy
Four, died at his home in Baidwin,
L. I., Jan. I. After his retirement
from show business in 1937 he had
engaged in commercial pursuits.
Survived by wife.

ARTHUR WANZER
Arthur Wanzer, screen actor and
former vaudevillian, died recently
in Hollywood. Before moving to
Hollywood to appear in two-reel
shorts for Pathe in 1930, he was a
member of the vaude team of Arthur Wanzer and Maybelle Palmer.

MRS. W. H. DONALDSON
Mrs. William H. Donaldson, 84,
bidow of the founder of The Blibidow of the founder of The Blibidow of the founder of the Blibidow of the State of the Blibidow of the Blibidow of the BliLittle of the BliLitt

JOE GROSSMAN JOE GROSSMAN Joe Grossman, studio manager of the Elstree studios of the Asso-ciated British Pletures Corp. since 1927, died of a heart attack in Lon-don, Jan. 18.

Mother of Richard F. Walsh, president of the International Al-liance of Theatrical Stage Em-ployees, died Jan. 11 in Brooklyn. Survived by three daughters and

Mother, 91, of Viola Roache, legit actress, and grandmother of Philippa Bevans, legit-radio ac-tress, died in Yorkshire, England, Jan. 11.

Mother, 90, of Lester Santley, of Santley-Joy, Inc., music publishers, died in New York, Jan. 13. Another son, Joseph H. Santley, and a daughter also survive her.

Mother, 87, of Dr. Harry Martin, 20th-Fox studio physician, and mother-in-law of Louella Parsons, Hollywood columnist, died in Hoi-lywood, Jan. 17.

Son, 17, of Charles L. Glett, managing director of Morion Pic-ture Center, was killed accident-aily, Jan. 10, in Berkeley, Cal.

Daughter, 7, of Jack Harris, exec with Walter Reade Theatres, died Jan. 12 in Atlantic City.

Mother, 64, of Jack Gross, RKO producer, died Jan. 10 in Holly-wood.

Father, 78, of Richard Waliace, film director, died in Hollywood, Jan. 16.

Father, 80, of dancer Tony larco, died in Buffalo Jan. 18.

#### **Heiman Row** Continued from page 1;

position from the start has been that our racial policy would be changed only if (1) the general policy is changed in Washington by legislation, or (2) if business and civic groups will remove racial

theck throws we considered and the second series of the fate Bruno and evice groups will remove racial Lessing columnist. In recent years for the second series of the second ser

**Study Hayworth Situation** 

manship of Motion Picture Assa., producers to discipline players who of America prexy Eric Johnston.

Newever, it crops up merely as the latest in a series of escapades by name players that has kept resolution; protesting forced personal producers of the produc

mone-would not make public rea-tering the stars, running the gamut from drunken-driving rap cop in the shins, and now Miss cop in the shins, and now Miss and the stars, running the married man, have aroused public and exhibitor opinion to the point where upper-chelon industryites have the subject foremost in their have the subject foremost and the labeled the Finnesan plan, calling labeled the Finnesan plan, calling labeled the Finnesan plan, calling have a subject of copy of the planesan planesan planesan.

players.

Decision by the producers on steps to be taken is a difficult one, as, no studio wants to eliminate from its ranks a star whose name may be of considerable value. Likewise, there are varied legal considerations and always—the population of the production of the production

will have accomplished little. However, with pressure growing from exhib organizations and interatening to hit the ho., with women's organizations. It is the property of the property of the property of the property or a careful going over at the Florida sessions. Among the problems to be met is the further muddying of the waters by the deliberate decision before. Howard Hurbes, to sate holder. waters by the deliberate decision of RRO's new controlling stock-holder, Howard Hughes, to start Robert Mitchum in a film just a few days before his trial on the dope rap. On the Hayworth matter, Harry Cohn, prez of Columbia, which has the star under contract, said this week he wasn't certain what he would, or could do about

British Rap

British Rap
Possibly the harshest criticism
of the actress came last week
from England. The People, popular
Sunday paper there, headcame and the people of the second of

Sheet then went on for a col-umn or more to recount the affair. This capitalizing on star behavior is a reflection of the exhibitition of the exhibition of the exhibition of the publicity to book pix in which the players are starring. The films usually do well, too, which has led to a facetious corruption of that of the exhibition of the exh

New popular version of that gag now making the rounds, since the success of Mitchum's "Blood on the Moon" and "Rachel and the Stranger," is: "Theres' no picture that a good marijuana raid won't

Mitchum Back to Work

MINISTRUM BEEK TO WORK —
Hollywood Jan. 18.
Howard Hughes, RKO topper, put a definite resumption date on "Big Steal," Robert Mitchum starrer, ordering it before cameras. next Monday (24).
Hughes said the studio had expected the actor's trial on charge.

Hughes said the studio had ex-pected the actor's trial on charges of conspiracy to possess marijuana would last two weeks, hence work was cancelled. Since Mitchum pleaded guilty, pic can resume, but it took several days to swing back into production.

was cancelled. Since Mitchum pleaded guilty, pic can resume that it look several days to swing back into products.

Denver Wants "Finneran".

Denver Wants "Finneran".

Directors of Allied Rocky Mountin Theatres, meeting here yet the story of the story

overstep bounds of propriety.

Rocky Mountain group also voted approval of National Allied's resolution, protesting forced generating terms by major distriband asked all exhibs to give either a day's, night's or matimee's recipits to the March of Dimes More than 40 theatres in the area have agreed to 40, so.

Hold Up Report

Hold Up Report

Washington, Jun. 18.
Row amount of the Most Change of the Committee is holding up issuance of the committee's report to Congress. Report Geals in part with the probe in the Boddened Red Action of the Democratic lead-rabil jeas week in cleaning out all but one Democratic member of the committee and nominating a few committee and incommittee a fairer opportunity to tell their stories, while no further investigation into Hollywood during the Sist Congress witnesses would obviously be handled differently, if there should be a renewed exploration of the Coast situation.

MARRIAGES

Wanda Hendrix to Audie Mur-phy, Hollywood, Jan. 8. Both are film players.

Mary Affleck to Curley Bradley, Chicago, Jan. 8. Bride is a pro-ducer at WGN, Chi; he's a radio ac-

tor. Susan Bassett to Jack Buchanan, Salisbury, Conn., Jan. 14. He's the British legit actor. Virginia Cebelli to Kenneth Le Roy, Chicago, Jan. 11. Both are dancers in Brigadoon," current in Chi.

Roy, Chicago, Jan. 11. Both are denoters in "Brigadoon," current in a many control of the contro

Bride is a publicist; hc's a film actor. Stringe to Robert Last-fogel. Chicago, Jan. 12. He is in the Chicago William Morris Agency. Vivian Arborne Burke to Deni-son Cliff. Santa Barbara, Jan. 12. Hc's a film producer. New York, Jan. 16. Hc's theatrical columnist for the Baltimore News-Post.

Post.
Rosa Lind Davila to Raul Cortex,
Jr., San Antonio, Jan. 16. He's son
of owner of KCOR and associated
in the station.

BIRTHS

BIRTHS
Mr. and Mrs. Robert Tunison,
daughter, Aurora, III. Jan. 4.
Father's director for Eddle Hubburn, and Mrs. Bill Tusher, son,
Bollywood, Jan. 1. Father is a
Failer bulleds.
Barnes Breeckin,
son. Washington, D. C.—Jan.—12.
Father is a bandleader: mother to
son. Washington, D. C.—Jan.—12.
Father is a bandleader: mother to
Mr. and Mrs. Mark Robson,
daughter, Hollywood, Jan. 13.
Father is a scene director,
and the state of the state of the state of the state
and the state of the

WILLIE HOWARD
Wille Howard, 62, vet comedian, died Jan. 14 in New York after a brief liness.
(Further details on page 2,

FRANK SMITHSON

Frank Smithson, 88, veteran producer who directed over 250 productions prior to his retirement 15 years ago, died in New York,

NOSMO KING
Nosmo King, 63, British stage
and radio star, whose family name
was Vernon Watson, died in London, Jan. 13. He had arranged to
attend the funeral of his long-time

THE FAMILY OF THE LATE

#### WILLIE HOWARD

Deeply appreciate the kind messages of condolence from the countless friends of our brother.

EUGENE HOWARD

others. He also directed productions for the late Charles B. Dillingham and the Shuberts. During the early years of motion pictures, he produced and directed for the old Edison Co. and Mack Sennett. He was a life member of The Lambs. Survived by two sons.

ROBERT EVERETT

ROBERT EVERETT

been an authority in the production of Gilbert & Sullivan operations. The second of the second o

26 YEARS PASSED AWAY DAVID POWELL

GOODMAN Died Jan. 19, 1923

A loving one from us has gone, A voice we loved is stilled; A place is vacant in our hearts Which never will be filled.

Your son, Je JACK POWELL and FAMILY

year run." Later he took over the Galety, London, retiring in 1925. In the 23 years as actor and producer he had built up an enviable reputation with London audiences. In 1918 he came to U. S. to play also appeared in "Suth here he also appeared in "Suth at the old Casino theatre, N. Y.

SAMMY WRIGHT Sammy Wright, 65, veteran vaude l burlesque comedian, dled after leart attack in New York, Jan.

Wright, who speciatized in Jew-ish and German dialect roles, had been in buriesque the greater part of his career, mostly on the old dimmba wheel. His last as-sistent with the second of the second of the second of the Stone-Etta Pillard, shore the open Stone-Etta Pillard, shore recently the startners, More recently the far-distance of the second of the second partners, More recently the far-distance of the second of the second its of the second in resort spots in the summer. Survived by a brother and sister.

ALLEN ATWATER

ALLEN ATWATER
Alien Atwater, 60, company mansper of "Medea" at Blackstone thespecial state of the special state of the special state of the special special state of the special s

friend, Tommy Handley, top-ranking British comedian, who had dide several days previously, when death overrook him. King had and had participated in a radio program for British Broadcasting Corp. the night prior to his death. King began his career during the first World War as an impersonation. He for World War as an impersonation. The Command Performances.

Command Performances.

WHLIAM CUTTY
William Cutty, 71, who for many
years heeded the musical act
known as the CX Musical Cuttys,
the CX Musical Cuttys,
act comprised Cutty's brothers and
sisters, who played a variety of musical instruments, and had been a
sized instruments, and had been a
both here and abroad.
Following the decline of vaude,
the set was dishanded and Cutty
the Set was dishanded and Cutty
and the compression of the compression o

arvived by wife, son, brother

JAZBO FULKERSON
Raiph Fulkerson, 44, who under
professional tag of Jazbo had been
a clown with rodeo shows, was
killed in an auto accident in Texas,

klifed in an auto excession.

Jan. 12.

Jan. 1

HARRY LEAVITH
HA

IN MEMORIAM

**DOUGLAS GILBERT** Sept. 17th, 1889 - Jan. 19th, 1948

avitt, a clerk at the Lambs Ciub,

AL BLOCK
Al Block, 51, screen writer, died
of pneumonia Jan. 14 in Los An-

geles, Instrument and Instrument and Block was the son of the late Bruno Lessing, columnist. In recent years he had been Metro's representative to the film industry's production code administration.



Copy of wire to: George Durgom, 8580 Sunset, Hollywood, California.

Dear Bullets: Della and Andy Russell were sensational here at the El Rancho in their smart, new, night dub offering. Andy's fine reputation as a singer preceded him, but the combination of Andy and Della, in my opinion, makes this one of the outstanding night club attractions in the country. They can return to the El Rancho whenever you have an open date. Sincerely,

BERNARD H. van der STEEN, El Rancho Vegas—Las Vegas, Nev.

Thank you Mr. van der Steen and the people, who packed the El Rancho Vegas to see Andy and Della Russell's opening night act.

Your booking the Russells gave me an opportunity to prove that their act is one of the smartest in show business.

Sincerely, "BULLETS."

Thanks to Nick Castle of 20th Century-Fox, for staging the routines, to Earl Brent of MGM for his writing, to Jack Brooks, of Universal International, for his special material, and to Johnny Richards, for the fine music arrangements.

# ANDY AND DELLA RUSSELL

#### EXCERPTS FROM REVIEWS AND RAVES OF THE CRITICS

FLORABEL MUIR—DAILY VARIETY—Andy and Della Russell stood them on their heads at El Rancho Vegas with their songs.

HERB STEIN—HOLLYWOOD REPORTER—A sensational run by Andy and Della Russell.

JACK CORTEZ—BOULDER CITY NEWS—Andy Russell and his beautiful wife Della stopped the show cold. Della is wonderful as his partner. What a team they are!!!

OMAR BRADLEY—CLEVELAND PRESS—The Russells routine is now on view built around the singing ability of both of them and the fact that Russell, although he has kept his talent hidden until now, is quite a mimic.

VARIETY—WEEKLY—Crooner's new side is unveiled when Russell demonstrates the styles of Tony Martin, Frankie Laine, Dick Haymes and Al Jolson, Impressions are more than superficial and get rewarding applause.

JACK WORFEL—CLEVELAND PRESS—Mrs. Russell is the answer to a television tube's prayer. Their act, incidentally, was written, designed and polished in Hollywood, and has all the smoothness of one of the better film shorts.

GLENN PULLEN—CLEVELAND PRESS—His manner is ingratiatingly casual. Excellent teamwork is displayed by the Russells.

EDITH GWYNN-LA DAILY MIRROR—Andy Russell and his wife Della are a smash success at the El Rancho Vegas.

Hear ANDY and DELLA RUSSELL'S Latest Release for Capitol—"Rosita and Joe" and "Is It Yes"

Personal Managers
GEORGE BULLETS DURGOM
RSR0 Sunset Blyd., Hollywood, Calif.



Agent: WM. MORRIS Published Weakly at 154 West 48th Street, New York 15, N. T., by Variety, Inc. Annual subscription, \$10. Single copies, \$5 cents.
Entered as second class matter December 22, 1905, at the Post Office at New York, N. Y., under the act of March 3, 1879. COPYRIGHT 1949 BY VARIETY, INC. ALT. RIGHTS BY

VOL. 173 No. 7

NEW YORK, WEDNESDAY, JANUARY 26, 1949

PRICE 25 CENTS

# **NEW FACES GET H'WOOD B**

## **Broadway Niteries at Lowest Ebb** Since Depression of Early 1930's

Mith the closing of the Embassy. With the closing of the Embassy. N. Y., last week, the number of Manhattan interies are at their of the early '36s. Amount of large-geaters has dwindled down to a fixed by the control of the early '36s. Amount of large-geaters has dwindled down to a fixed by the control of the early '36s. Amount of large-geaters has dwindled down to a fixed high the case of the case

(Continued on page 63)

#### Uncle Don Off WOR After 23-Year Reign: Kids Too Sophisticated?

addition to the growing (Continued on page 15)

#### Lauder Cavalcade

Lauder Lavalicate

Sir Harry Lauder, now in his

78th year, is to be honored by the
first theatre he ever played, the
Glasgow Metropole.

Management is to stage "Roamin"
in the Gloamin" a Scottish musical cavalcade of Lauder song and
story, as Christmas show of 1949.

It will trace in song the consections
career down, through 80 years.

#### Chi Tele Future Seen Promising Via Talent Setup

Chicago, once a key origination point for some top readle shows, may assume a similar role in television in the near future. Despite the mild bickering between tele officials in Hollywood and N. Y. over which will take over the television of the control of the ductions.

ductions.

Chief reasons for the Windy
City's emergence into the TV picture are the wealth of unexploited
and inexpensive talent there and
the interpretation of the control of the
the networks and ad agencies on
both coasts. Now that the coaxia
cable link has been effected between the east and midwest, it's
expected that a steadily-increasing
number of above, sepecting for
(Continued on page 22)

#### S. Africa Nixes Daggers. Guns on Posters, Stills

And the sprough of the sprowing in a solution of the growing in solution to the growing in the solution of the solution

By HERB GOLDEN

This will be one of films' great

By HERB GOLDEN
This will be one of films' greatest years for new faces. That's the promise of major company talent covers. The property of the

(Continued on page 20)

#### Benny's TV Preem Set for March 1

Jack Benny will be the first of the new CISS star roster to win as a television emce. Amos in Andy and possibly Bing Crosty and Edgar Bergen will also appear March 1. Tentatively slated to run sometime during the middle of the week, so as not to interfere with the program will last an hour or an hour-and-shalf. Benny as encee will parade the top CISS talent, including Margaret Crosty, Bergen and other Crosty, Bergen a

## STUDIDS DEMAND TV to Provide Market for 5,000 Hours Of Pix in a Few Years, Paley Predicts

Look, Ma ---

LOON, MA2 — Bollywood, Jan. 25 The New Show Business:
Let a milery, ready of discovered that to the lady, there was something more important than money, position or billing. Before she'd sign, the management had to guarrantee to provide a baby sitter so she could come to work each night.

#### Tele Threat Seen **Key in Pic Names** Going P.A. for B.O.

Hollywood, Jan. 25.
Paramount Theares talent exes.
Nate Plait and Harry Levine, here
lieve the threat of video is making
it imperative for vaude-shy film
names to hit the road. They claim
chances of survival will be damaged, hence the importance of
names dragging customers away
found that is importance to the control of the contraction of the control of the control
portance or norwife or its rames.
Pair are on rowl for his names. Pair are on prowl for big names and they don't have to sing, dance

"and they don't have to sing, dance or juggle."
Several deals are hot, including those for Eddle Cantor, Gene Kelly, those for Eddle Cantor, Gene Kelly, those for Eddle Cantor, Gene Kelly, and Cantor, and Cantor, and Dan Cantor, and Dan Dalley, plus "borderline" cases who cannot compete in song-dance league but can be be built via more jodge or dramatic seketches.
Intuitivities of the Cantor of the Cantor

By ABEL GREEN

Hollywood, Jan. 25.

Estimate by William S. Paley, Columbia. Broadcasting. System proxy. that Video within a few 5,000 hours of film annually is a source of both relief and perjectify to the picture industry. Five-thousand hours of film is a tre-thousand hours of some state of the film of the f

#### **Paramount Defines** Video Do's - Don'ts To Crosby and Hope

Bob Hope and Bing Crosby can do all the televising they want as long as it isn't put on film or is competitive to pix made by Para-mount, to which they're under con-tract. Under their pacts they must first success any videous part of the control of the con-tract. The control of the con-ference of the control of the first success any videous part of the control of the con-trol of the control of the (Continued on page 20)



## Death of 'One Big Union' Plan Kevs Tangle in Tele; AFRA Preps Takeover

With the proposed consolidation of actor unions how virtually a dead issue, speculation in executive circles has turned to the quiesting of performer jurisdiction in the television field. Key to the situation may be the moves of the American Federation of Radio Artistion in video through this contracts with the radio networks, ad astencies and somosors.

sist, which holds the strategic position in video through its contracts with the radio networks, ad as "max weeklo scherzo," and personal three words as the state of the step into the tele situation and this would presumably set off a utrisdictional battle with the personal battle with the personal battle with the propose of America, and with AFRA has a "mandate" from its national convention to make words a stup, AFRA was a "mandate" from its national convention to make words a stup. AFRA would represent live ties and SAG would crepresent live ties and SAG would represent live ties and the section of the record grows. Total here to the section of the record grows. Total here to the section of the record grows.

American Guine of variety Artists a cooperative video setup, somewhat along the lines of that under the proposed merger. However, since AGVA is fighting the unification plan so hard, there might be difficulty working out a practical tele setup with the vaude-nitery union.

nitery union.
Webster's Monkey Wrench nitery union.

Webster's Monkey Wrench
Most serious wrench in the
most machine to the
state who submitted a long and
destate, who submitted a long and
destate contents of her statement
exact contents of her statement
exact contents of her statement
to have made a strong impreved
to the content of the
content of the content of the
prevented of the content of the
prevented of the content of the
most most machine
to make the content of the
most most most most most most
to the content of the
most most most most most most
to the
most most most most most most
to the
most most most most most most
to the
most most most
to the
most most most
to the
most most most most
to the
most most
to the
most most
to the
most most

(Continued on page 15)

## French Riviera Casinos

Aun a Dad Luck Streak
French Riviera casinos have justexperienced a run of very bad
experienced a run of very bad
any, all Biviera casinos have enter
any, all Biviera casinos have enter
in the red, whether at routette or
at baccara. At trents-et-quarante,
gambiers have had runs of 17 and,
gambiers have had runs of 17 and,
gambiers have had runs of 17 and,
payoff came when three Englishmen and
White, all three living in
cames, broke the bank twice in
Cames, broke the bank twice in
Legendre-Blum at
Municipal of Cannes and \$25,000.

of White and Week Cannes, broke the bank troit of the control of t

Joe-miler appears in the new Italian Casa Nova Dictionary, printed recently in Torino.

R's on page 1,077, and the one word "jo-miller" is listed as "una vecchio scherzo," an old joke.

#### Tele Threat

Continued from page 1

Little State of the S

continued on page 15)

nch Riviera Casinos

Run a Bad Luck Streak

París, Jan. 25,
ench Riviera casinos have just intervorts and sponsors can get to coperate, with pic schedules being rearranged for several stars. In cases of cantor and other radio personalities, vaude deals will go through to rictored a run of very bad During the first half of Janu.

Simple Combry 2.

Simple Condy 2.

#### Gordon-Warren Re-team

Hollywood, Jan. 25.

Metro is reuniting songwriting team of Mack Gordon and Harry Warren, for "Summer Stock," forthcoming Joe Pasternak produc-

VARIETY

346th Week! 3,539 Performances All-time long run record in gitimate theatre.

#### KEN MURRAY'S "BLACKOUTS OF 1949" El Capitan Theatre, Hollywoo

now in world-wide reles
"BILL AND COO"
Ken Murray's
Academy Award Film

## Garbo Back to Pix. As 'The Duchess'

Hollywood, Jan. 25.
Greta. Garbo: is returning to the
screen in an American version of a
French picture, "The Duchess," to
be produced independently by
Walter Wanger and Eugene Frenke.
Rights to the French film were recently purchased for \$10,000.

Story of George Sand, originally slated as a Garbo starrer by the Wanger-Frenke outfit, has been

#### LOEW'S TO APPEAL VERDICT TO COLE

Hollywood, Jan. 25. Loew's will appeal in United States district court this week the decision which ordered Lester Cole reinstated to a writing con-tract. Filing will automatically ie stay of execution of judgment in which writer was awarded some \$75,000 back pay after being fired as an outgrowth of Congres sional citing for contempt. Following action, due to be flied by at-torney Irving Walker Thursday (27) or Friday, counsel will have 90 days to file briefs. Hearing probably won't be before late

spring.

Inamuch as appeal to Supreme Court is permissible after circuit court hearing, final determination of the court hearing, final determination of the court hearing for the court of the court of the court court for the c

#### Tom Ewell Going Latin For Paramount Shorts

For Taramount Shorts.

Justin Herman, producer of Pramount's Pacemaker series of shorts, heads to the Caribbean with a crew Friday (29) to make a pair of the one-reclets. Toon Ewell, Broadway legit star, who recently going slong to appear in the films. Producer's idea is to make humor to the control of th

#### Art Masters Draw Big In L. A. But for B.O.

Los Angeles, Jan. 25.
e art masters are drawing
customers in Los Angeles
days than a lot of film heroes these days than a lot of film heroes and heroines equipped with sound, makeup and press agentry. At the County Art Museum in Exposition park, in two weeks, 92,378 art fans paid 30c aplece to see the works of Rembrandt, Holbein, Manet and the other masters.

#### Heard Years Ago In the Lobby Of a Hotel on a One-Night Stand By JOE LAURIE, JR.

"How far are we from New York, clerk?"
"Number 30 wants more towels."
"What's the name of this town?"
"How late can we get breakfast?"
"The show-feller in 19 wants a needle and thread."
"It estainly linsis on having as good if not a better room than hers."
"Can I get some weah done today? What do they charge for a shirt!"

"Do you think I can have the use of the sewing machine for an

nourr"
"I'd like to know what you mean. I've stopped at the best hotels
in the country and they never objected to my receiving callers in my
room. Why the Idea!"
"We need a few props. The manager was supposed to get them but

in the country and they never objected to my receiving callery in my yoom. Why the idea!"

"We need a few props. The manager was supposed to get them but, didn't. Can you let me have a table cloth and a half a dozen napkina, six plates and some knives and forks. And oh yes, a quart of cold test and a local of thread and a pie. Have you may not fashioned decay of the contract of the sand a pie. They you may not fashioned decay of the sand a local of the sand and service of the sand a local of the sand and everything is well taken care. If it see that everything is returned and everything is well taken care. "My dear six, you surely earn see you wont gain anything holding with the sand over for them tomorrow. Give you a couple of passes, sure." "My dear six, you surely earn see you wont gain anything holding us in the next stand. We can arrange with the railroad to take ear of us and our taunks to the next stand. We are sure to do big there and I'll send you the money or you can send a man along to get it. I never best a man out of a dollar in my life and I'll give you my personal word that you'll get every cent. Come now, live and let send every trouge to stop with you. Is it a go? Yes? All right old man, I'll never forget you."

## Inaugural Week Falls Far Behind **Estimates for D.C. Amusement Spots**

Inauguration Chatter By Florence S. Lowe

The inaugural festivities found Bollywood and Broadway justing supporting roles to star Harry 8. I shall be supported from the supporting role of the support of the suppor The inaugural festivities found

terrific push.

At that, show biz can take a bow for the creditable, dignified part it played in the event. President Truman went behind stage during

the gala intermission to thank the entertainers. The first family, incidentally, stayed throughout the entire 3½ hour show, despite a

entire 3/2 hour show, despite a general pre-curtain exodus from the brass section. Show stoppers of the star-studded bill were Lionel Hampton, Jane Powell and Lum 'n' Abner. (Continued on page 15)

#### Adler, Draper File 100G Libel Suit for Red Tag

Greenwich, Conn., Jan. 25.

Greenwich, Conn., Jan. 25.

Greenwich, Conn., Jan. 25.

Greenwich, Conn., Jan. 25.

Harry Adler and Paul Draper heems as a 100 M of the sun again side.

As a 100 M of the sun wife of a Time mag ed. The harmonica-tap team charged she "maliciously" accused them of "Communist leanings," in an attempt to prevent them from appearing in prevent them from appearing in Friday (21). Conn., High School

the Greenwich, Conn., High School Friday (21).
Last month Mrs. McCullough sent back her ticket for the per-formance, protesting that the men had been "openly denolunced in the press as being pro-Communist."

#### Noel Coward's Plans

Noel Cowards Fians
Noel Coward arrived in New
York Monday (24) on the Queen
Mary enrout to Jamistea, B. W. I.,
Mary enrout to Jamistea, B. W. I.,
Mary enrout to Jamistea, B. W. I.,
Goward, who expects to remain in
action of one of his other works.
Coward, who expects to remain in
had no film plans at all for the
present. In the event he does do a
picture it likely will be handle
through the company of Filippo del
Ghibele, Pallish independent.

#### FRIARS HONOR (3) TODD

County Art Museum in Exposition park, in two weeks, 92.378 at 18 and 18

Washington, Jan. 22
Washington's Inaugural W.
was not the bonanza it had be
figured to be. Best info here
that the take was a fraction of
\$30,000,000 estimated by so

that the take was a fraction of the 330,000,000 estimated by some columnists.

Should not be a subject to the s

Airline companies gave a con-ised picture. Some said the in-

Afriline companies gave a con-tassed picture. Some said the in-substantially. Others noted little substantially. Others noted little substantially. Others noted little substantially. Others noted little for the substantial substantial substantial about the same. In view of the fact that the langural Gala, the Inaugural-Ball augural Gala, the Inaugural-Ball substantial substantial substantial substantial substantial substantial substantial substantial parameter substantial substantial substantial little substantial isitors.

Situation on spending actually parallelled very closely what took place in Philly last June and July during the Republican and Demo too, the hotels got all the business and the theatres, niteries and restaurants found the take tar behind their optimistic estimates.

#### 2 More Bills Hitting 20% Tax Introed in D.C.

AU/S IAX INTOGER IN J.C.

Washington, Jan. 25.

Two more bills attacking the
20% admissions tax were offered
in the House of Representatives
yesterday (24).

N. Y.) Introduced a measure to
climinate the entire levy. Rep.
Henry O. Taile (R. I.a.) put in one
to drop the bile to the prewat
10% level.

10% level.

chozen such bills have
been introduced so far in the new
Congress.

#### Subscription Order Form Enclosed find check for \$.....

Please Send VARIETY for One Year

City..... Zone..., State..... Regular Subscription Rates for One Year-\$10.00

Canada and Foreign-\$1 Additional VARIETY Inc. 154 West 46th Street

New York 19, N. Y.

# NKS LAUD H'WOOD ECONOMIES

## Film Financier Giannini Sees '49 B.O. At Present Levels: 'Tele No Threat'

Business at the booxfire during the next year will mount end present the next year. Bernard Glamini opined in New York this week, Glamini, who leaves for the Coast today (Wednesday), is v.p. in the control of the past two weeks interviewing dispute the name of the control of

Although he expects grosses to bail up during the next year. Glam-mind said that on the basis of his talks in New York he believed of his talks in New York he believed activation in the past. Good pic-tures will continue to do well, he said, while weaker product will register a complete flop. The tremendous trimming of production budged by products— (Continued on page 15)

#### **RKO Theatres Take Up** \$3,000.000 Loan Option On Lower-Interest Rate

On Lower-Interest Rate
In a move to pick up "chesp
money." RKO theatre chain has
move to the chair chain has
move to the chair chain has
from 18,000,000 loan from the
central stage of the control of the
control of the chair last
month, is evidenced by debentures
to the control of the
control of the control of the
control of the chair
to the control of the
control of the control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control of the
control

#### JOHNSTON TO CLARIFY OFFISH B.O. STATEMENT

UFISH BU. STATEMEN!

Dilywood, Jan. 28.
Eric Johnston, due in for huddes with company toppers, will be principal speaker at L. A. Chamber of Commerce's annual meeting and the principal speaker at L. A. Chamber of Commerce's annual meeting and the principal speaker at L. A. Chamber of the principal speaker at L. A. Chamber of the principal speaker of the principal speak

#### Goddard's 175G's

Paulette Goddard is getting a straight \$175,000 for starring in "Anna Lucasta" at Columbia.

She reported Monday (24) to start work under 10-week guarantee at \$17,500 weekly.

#### Report Feldman, MCA in Duel For Selznick Talent

CEZIBICK TREES.

Tremendous under ground the control of the contro

Selection age.
Selectick is said to be planning to go to Europe for as long as two years with Jennifer Jones, following their expected marriage.

#### Brit. Studio Unions Ask Gov't Emergency Meets On Rank's Dim Prod. Plans

London, Jan. 25. Three studo unions with J. Arthur Rank's knowledge and ap-proval have telegraphed Board of

proval have telegraphed Board and proval have telegraphed Board and manefact industry conference to consider the new production crisis. Appeal to the government comes as sequel to the union's meeting with Rank yesterday (24) following as the provider of the provider of the provider of the provider of the product is also reported having stated that his present producting the producer is also reported having the producting stated that his present production that the present production that the present producting stated that his present production that the present production that the product is also reported having the product is also reported having the product is also reported having that the present production that the product is also reported having the product of the product is also reported having the product is

#### Skouras to Europe

Decline was from altime poak; year of 1946, Boxoffee has been "good" of 1946, Boxoffee has been good of 1946, Boxoffee

# OPPORTUNE NOW

Cuthacks in costs, which are starting to be reflected in film company financial statements recently starting to be reflected in film company financial statements recently with the shaking out of access expenditure time to put the companies in a strong financial position for the further starting out the strong financial position for the further strong strong financial position financial position for the further strong financial position for the further strong financial position for the further strong financial position financial position for the further strong financial position for further strong financial position fo

#### Rank Boycott On **U.S. Films Easing**

By a gradual process the boycot of major American product on the two Rank circuits, Odeon and Gaumont-British, is being overcome, with very little Yank product other than Universal International and Eagle Lion, which is handled dates are now being linked for top Hollywood offerings.

April 4, for example, RKO will added the April 4, for example, RKO will a considerable the Commences its London release. Gauge the Commences its London release. Gauge the Commence of Walter Milty" commences its London release. Gauge the Commence of Walter Milty" commences its London release its RKO state of the Commence of the Commence

Although the playing time being made available to Yank product is (Continued on page 6)

## SEE COST CUTS UA Gets Rooney Indie, Others In Hughes Swap; Owners Mum on B.R.

#### Einfeld in H.O. Huddles

Lilliel II II.V. III.00085
Charles Elinédel, new 20th-Fox
ad-publicity -veepee, is slated to
arrive at the homeoffice Friday
(28) to assume his new position,
with his contract starting Feb. 1.
Elinéde will spend 30 days in
New York lining up his staff and
huddling with h.o. officials on,
plans for upcoming product. He's
due to return to the Coast early
in March.

## **Provisional OK By** Govt. to Schenck **On Chain Interest**

Hollywood, Jan. 25.
Joseph Schenck's propose de acquisition of a 50% interest in the giant United California circuit has been handed the biessings of the Depth of the biessings of the Depth of the propose of the Depth of the California Califo

conclusion in the N. Y. Federal court.
Government greenlight means that Schenck will become one of the largest theatre operators in the largest theatre operators in the largest theatre of the largest la

## Arnall in N.Y. to Set

SIMIT REAUGUAITES
Ellis Arnail, new presy of the
Society of Independent Motion Picture Producers, arrived in New
York this week to set up offse
facilities and staff, and to start
actively handling details of his
post. SIMPP headquarters herefore
has always been on the Coast,
and the present of the coast,
and the present of the coast,
and the present substitute of the
(Continued on page 22)

#### National Boxoffice Survey Bad Weather Trims Trade-'Pit,' 'Juan,' 'Accused,'

'Witch,' 'Joan,' 'Sky,' 'Shoes,' 'Hamlet' Leaders

witch, 'Joan,' Sky, 'Shoes,' Hamlet' Leaders

With II more new pictures being
bit is very spotty this seasion.

Snowstoms, sub-zero weather, izy
starcts and heavy rain also are
stretes and h

Howard Hughes, after months of negotiation, will finally get back his three pictures from United Ard by the UA hoard at a special season in New York yester-day (Tedes). State of the Season in New York yester-day (Tedes). State of the Season in New York yester-day (Tedes). State of the Season in New York yester-day (Tedes). State of the Season in New York yester-day (Tedes). State of the Season in New York yester-day (Tedes). The Howard Season in New York yester-day (Tedes). State of the Season in New York yester-day (Tedes). State of the Season in New York York yester-day (Tedes). The two pix together will use only \$380,000 of the financing which Hughes is advancing to company \$360,000 of the financing which Hughes is advancing to company to which it is giving up distribution rights. The remaining \$20,000 will be spread over one or more additional films, but since this the beam the spread over one or more additional films, but since this the beam they will be spread over one or more additional films, but since this the beam of the Season Seaso

#### All-Industry Meet On Coast Called Off: **Publicity Held Untimely**

Plans for an all-industry meet-ing on the Coast to discuss all phases of production-distribution problems are definitely off. Idea was discussed by company prexies at their conclave in Miami Beach

at their conclave in Minni Beach last week and vetoed.
All-industry meet was originally called by Eric Johnston, prexy of the Motion Picture Assn. of America, for today (Wednesday), tomorrow and Friday. This was to be a followup to the sessions of top company brass in New York last mouth, instead, the closed last mouth, instead, the closed in Minni last week was attheful read and the all-industry huddle "most-and the all-industry huddle "mostin Miami last week was substituted and the all-industry huddle "post-poned." l in N.Y. to Set

SIMPP Headquarters
Torm Washington yesterday (Tues(Continued on page 20)

Sid Silvermap, President 54 West 46th St. New York 18, N. Y. Hollywood 28 5311 Yucoa Street Washington 4 1292 National Press Building Chicago I. 260 No, Michigan Ave. Lendon WC2 8 St. Martin's Pl., Tratalgar Sq.

SUBSCRIPTION
Annual...\$10 Foreign...\$11
Single Coples......25 Cents

Vol. 173

Rille Chatter ..... 62 Disk Jockey Review .... Film Reviews 11
House Reviews 555
Inside Legit 58
Inside Music 50
Inside Pictures 15
Inside Music 50
Inside Pictures 15
Inside Roll 58
International 13
International 13
International 51
International 51 Film Reviews ..... 11

DAILY VARIETY
(Published in Hollywood by
Daily Variety, Ltd.)
\$15 a Year—\$29 Foreign

## **Bagnall-Nassour Financing Plan Holds Top Interest at UA Conclave**

Holds top interest to the contract of the cont

on a form of states-rights distributions of the three plans meeting on the beard committee to the beard committee to the beard committee toonsisting of Charles Schwartz, Vitalia Chalif, E. C. Mills and Araold Weill, and eliminated from further consideration, was the self-ing of UAs inferest in the Odeon for the worth about £2,000,000, but the coin is unconvertible into dollars and so of no value except for production in England, and the advisable occumittee diart think advisable.

RFC Loni Idea:

advisable.

RFC Loan Idea

Second idea eliminated was to
stempt to get a loan from the government's Reconstruction Finance
Corp. This would be somewhat
similar to the \$20,000,000 fund the
British government is making
British government is making
British government is making
Corp. for aiding English linux,
tidea was dropped because it was
felt that the RFC would probably
(Conthued on nage 20) (Continued on page 20)

## 20th, U. Col. Continue

## UA Very Legal

No fewer than eight attorneys, representing the company, the two owners and the board of directors, attended the United Artists stockholders' meeting on the Coast last

week.

Lawyers were so much in evidence that one director described the session this week as "not so much a stockholders' meeting as a meeting of the New York Bar Assn. with the Los Angeles Bar Assn."

#### **Majors Deny Plot To Oust Commies**

Neither the Motion Picture Asan.
of America' nor the major companies adopted a joint program
which would have barred proven
communist in film jobs following
tivities probe, an answer filed yesterday (Tues.) in the N. Y. Federal
district court by MPAA, the Asan
of Motion Picture Producers and
answer, which responds to a suit
by the Screen Writers Guild, admits that the point was considered
at a meeting of company prestion, held in New York Nov. 25,
1947, discussed Joint barring of
Coontinued on page 26)

(Continued on page 26)

#### **UA-Hughes** Continued from page 3

which Paul Henreid will produce and star in. This trio of pix and Edward Small's "Black Magic," a deal for which is now being nego-tiated by the UA management, will materially aid the company's prod-

materially and the company's produced in the company would change the company would be company to the company would be company to the company would be company to the company to the company that the company the company that the company the company that the c

'Christ in Concrete'. To Roll in England

Hollywood, Jan. 25.
Rod Geiger production, "Christ in Concrete," originally sided for lensing in Italy two years ago, will roll in England late in March.
Sam Wanamaker will star, Edward Dmythyk will direct, and J. Arthur Rank will release.

## See Revision Of RKO's Pub-Ad Setup at Meet

Revision of the exce setup of the publicity-advertising-exploitation department of RKO will possibly energe from the current sessions of company officials on the state of the committee of the c

sessions is viewed as significant. Robert Taplinger, former pub-ad chief of Enterprise, is known to be a candidate to fill veancy at tion, however, of any linetinion by the management of bringing in a outsider. Possibility reported is assume the reponsibilities of the post, rather than add to current correcting expenses by making another appointment. McCormick 1860. the 100 until a couple years 1860. the 100 until a couple years

Quartet of New York exces is huddling with studio toppers, and Depinet is also talking with Hughes. They are viewing a num-ber of pictures to be released with-in the next few months and dis-cussing campaigns on them. Films compared to the control of the months of the control of the incompared to the control of the more Escapade" and "The Win-dow." Exces will be on the Cosst all week.

#### HOUSE GROUP MAY HEAR BEEFS VS. NSS

Washington, Jan. 28.
The tiff currently heveling between certain exhibs and National Screen Service may be dumped into the lap of the House small business committee for probing by the solons under a proposal which was the solons under a proposal which may be solved the solons under a proposal which was the solons under a proposal which was the solons under the solons was the solons with the solons was the solons was the solons with the solons was t Washington, Jan. 25.

tice.
Ruffing, as well as his committee
associates, Walter Reade, Jr., and
Edward Zorn, are behind the action because of a number of gripes
being registered by TOA member.
The squawkers are taxing NSS for
The squawkers are taxing NSS for
though the state of the state of the state
that the state of the state of the state
that TSS recently shut its
Buffalo office as an instance.
It is also assorted that the trailer.

Hi salso once as an instance.

It is also asserted that the trailer company has been delivering incomplete or defaced posters. Committee bas taken up the charges with NSS officials but, so far, have failed to reach an adjustment of the gripes.

#### U Settles 'Uncle' Suit

U Settles 'Uncle' Suit Waler J. Wiss, writer, reached an out-of-court settlement with damage of the settlement of the settlement with the settlement was not given out. "So's Your Uncle." Amount of the settlement was not given out. Studio bought the story from Leonard Lee but Wise declared he was co-sultion. Settlement gave was co-sultion. Settlement gave was co-sultion. Settlement gave have been settlement was not settlement gave have held in the year.

#### N. Y. Critics Make Awards

New York Film Critics' annual awards, which have been tading naded shaure and importance over the years, hit a climax last Friday (21) swening with the presentation of the 1948 prize on the stage of the Raido City Music Raido Words of Both Oldria de Havilled and the Stage of the Raido City Music Raido Words of Both Oldria de Havilled (1948) and the Stage of the Raido City Music Raido Words of Both Oldria de Havilled (1948) and the Stage of the Raido City Music Raido Words of Stage of the Raido City Raido (1948) and the prize distribution by the critics can never hope to approach the glamour mony was extremely impressive in its dignity and quality. The glant stage of the Music Hall lent the tone of its own simple splender and grandeur to the event, and some 5000 apectators filled or and grandeur to the event, and some 5000 apectators filled to the special control of the Stage City Raido (1948) and the special control of the Stage City Raido (1948) and the special control of the Stage City Raido (1948) and th

## **Bigger Public Relations Program Up** For Talks at D.C. TOA Parleys

Par Not in Crosby-CBS Deal being negotiated by Co-lumbia Broadcasting System to acquire a 25% interest in Bing Crosby's corporate setups does not include his Paramount Pie-tures contract. It takes in only radio and television.

Full details of the deal are in the radio section.

#### Col. Skeds 21 More Reissues

Politing up the film companies' intensified stress on relssues as a major form of revenue, Columbia yesterday (Tues.) revealed plans to receive a columbia yesterday (Tues.) revealed plans to reveale a columbia yesterday (Tues.) revealed plans to result of the property o

office success of the present group. Company plans to sell most of them as single features, with the exception of two twin-section bills, which will go out as dual pack-greater. These include 'Dirigible' and 'Women in Prison'. Also in the list are such former top-grossers as 'Mr. Snith Goes to Washington, ''HIS Girl Friday,' "Bollday,' "Penny Serensde," 'Talk of the Town," Pennles Will Prison, ''You Can't Take It With You' and others.

N. Y. to L. A. N. Y. to L. A Alexander Chales Dilvia De Havilland Ned E. Depinet Y. Frank Freeman Leroy Fulmer Marcus Goodrich Arnold Grant Eric Johnston Carl Leserman Iya Lopert S. Barret McCornick John Payne Edo Pinza Claude Rains

N. Y. to Europe N. I. to E Bennie Berger Montgomery Clift George Coulouris Lester Cowan Michel Emer Mordecai Gorelik Chico Marx Spyros Skouras

Claude Rains William F. Rodgers Roberto Rossellini Rudy Solmsen

Whether the Theatre Owners of America will plunge into a new and even more expensive public and even more expensive public of the big riddles coming up for discussion this week at the exnib group's Washington board meets \$60,000 in 48 over an estimator \$

allout campaign this year.
Tried to the proposal, which will be given plenty of talking in D.C., is a recommendation, aired last week to be a recommendation, aired last was the component cities and towns to tax any and all activities not expressly to the most process of the component cities and towns to tax any and all activities not expressly to the most process of the component cities and towns to tax any and all activities for expression to the component cities and the component cities are component cities and the cities are cities and the cities are cities and the cities and the cities are cities are cities and cities are cities and cities are cities are cities and cities are cities are cities are cities are cities are cities and cities are citie

lim use seasions.

If the TOA board goes for a big publicly drive it would be aimed publicly drive it would be aimed probability of the season of the season of the season of the washington confabt to approve production of two abords to approve production of two abords by the unit—one on taxation, the other on censorship. Proposal, backed by TOA management, (Continued on page 15)

#### L. A. to N. Y. Norman Blackburn Vivlan Blaine

Sam Boal
Bill Brown
Norman Corwin
John Crosby
Charles R. Denny
Charles Elnfeld
Norman Frescott Norman Frescott Sylvia Fine Walter Hampden Percy Ikerd Gall Ingram Harry Ingram Danny Kaye Arthur Kelly Nick Kennym Arthur L. Krim Anatole Litvak Alan Marshall Wm. Mayberry Gar Moore Wm. Mayberry
Gar Moore
Garry Moore
Garry Moore
Harry Muller
Mildred Natwick
Hillot Nujent
Margaret O'Brien
Paul O'Brien
Paul O'Brien
Paul O'Brien
William Ruerick
Martin Ross
John F. Royal
Zachary Scott
Grad Sears
Jon Slott Cor
Chaptes Videa
Douglas Whitney
Douglas Whitney
Meredith William
Herb Yates

#### Europe to N. Y.

Noel Coward Maurice Dekobra Alicia Markova William Sistrom Suzy Solidor Maurice Winnick

# \$53,000,000 NET ESTIMATE IN '48

## Theatre Partners, Hedging on Terms, MAJORS OISCOUNT Many Feel Both Goldwyn, Johnston Create Stew with Major Distribs

Recalcitrant exhib partners of the Big Five, currently holding out for better terms in the breakup of joint theatre operations, may come to be a second of the control of the second of the courts. A rash of ailts and proceedings are now be-ing considered by theatre chiefs of major companies as a result of the stand being taken by some theatre pards. Sumber of the control of the pards. Sumber of the control of the pards of the courts of the control of the pards of the control of the control of the terms of the control of the c

ing to either buy or sell a return to the promise t

refusal will stand.

Situation is further complicated in several instances because terms of the partnership set forth the method of dissolving the joint population in amaner which works distancy to the dissolvent with the second of the seco

Test action to determine whether a major must sell at disadvantage-(Continued on page 15)

#### Selznick, Krim Continue Talks on 'Jennie' Tailend Selling, Other SRO Films

Detting, Utiler NAU Films.
David O. Selmick and Arthur
Krim, Eagle Lion prez, are continuing talks this week on the possibility of extending their recent
of "Portrait of Jennie" and other
upoming Selmick Releasing Oranization pictures. Nothing has
been set yet, however, beyond the
deal for EL handling of nuel Selfdual accounts and delling of residual accounts and delling of residual accounts and delling of residual accounts.

dual accounts on two SRO pix al-ready in release.

Indications of a possible change in Seirnick's plan to have his own organization handle "Jennie" is in general dates. Sales staff had or-ders a couple weeks ago to go shead lining up engagements, but all action has ceased now. Pic is playing only on the Coast, where playing only on the Coast, where year to qualify for the Academy awards.

awards.
Sidney Deneau, SRO sales chief,
and Leonard Case, financial
exec, have been In Hollywood for
the past 10 days huddling with
Seknick. They went out with William Heineman, EL vp. in charge
of distribution, who returned to
New York at the end of last week.

#### Distrib Asks \$150,000 In 'Piracy' of Picture

In Piracy' of Picture

In Piracy' of Picture

Rollywood Jan. 22.

Chapging Hollywood Jan. 22.

Chapging trom his screenplay,

Discord, William D. Shapiro,

Bin producer-distributor, sued

Morene R. Heymann for \$150,000

Werner R. Heymann for \$150,000

damages in action field in Santa

Monica superior court.

Hong the Heymann as multi
repeared to the Heymann as multi
tied in the Heymann as multi-

#### Pommer to Europe

Erich Pommer, retiring film chief for the U.S. military govern-ment in Germany, returns to Europe this week by plane from New York to wind up his affairs. Pommer, who was recently succeeded by Arthur Mayer, expects to be back in the U.S. sometime

#### Stockholder Tiff **Shaping Up Over** Cohn's New Pact

Minority stockholder fight over the proposed new stongsy employ-ment contract for Harry Cohn, Co-bush of presence of the contract between the contract of the company's proxies last week. Ben-jamin Javits, attorner prepresenting the Investors League, which led last year's battle against aboosted salary for Cohn, is huddling with the leagues management as a pre-

salety - white seems a possised to the less of colonials within the less of colonials within the less of colonials which is the less of colonials whether the group will renew its barrage. Javits said yesterday (Tues, that the less of the less of

L'Excisholders' rep deslared that it does not guarantee continued services of Colin. (Pact can be can-pany on aix months' notice). "Cohin se enough of a stake in the company on aix months' notice). "Cohin se enough of a stake in the continue of the extra compensation." Javits added. Attorney is considering writing a letter to Col's directors setting meeting. Cohin dropped a proposed new employment contract despite the approval by a large majority of stockholders. Present tentative thin to ultimate negotiation of a new permanent contract. Stockholders' rep declared that

#### LITTLE 3 BRIEF SLOWED BY RAFTERY ILLNESS

Preparation of a combined brief by the Little Three — Universal, United Artists and Columbia — has been slowed by Illness of Ed-

United Artisis and Columbia—has been slowed by illness of Edward Raftery, member of the law firm of O'Piein, Driscoll, Raftery & Lawier, Raftery has been active. The control of the contr As 'Assistant' to Cheyfite higher the comment of the true ways and through the comment of the true ways and the comment of the comment of the true ways and the comment of the true ways and the comme

# **B.O. MISSOUTS**

A big writeoff of films released in 1948 which proved to be box-office-missouts has now deflated early and optimistic estimates that early and optimistic estimates that the film industry would met total profits of \$60,000,000 for the year just past. Because most companies have decided to take their loss in 490 on weak pix rather than carry over to the following semester, the total net: for seven majors (excluding United Artists) will not exceed \$53,000,000. That final figure represents a drop of 40% from the \$90,000,000 garnered in '47.

the \$90,000,000 garnered in '47.
Actually, six of the majors will
snare some \$\$7,000,000 in net
profits for the year. However, it is
reliably reported that Universal
will show a net loss of \$4,000,000
or thereabouts when its statement
comes out. This \$4,000,000 is deducted from the total of the six
companies to reach the final figure.

companies to reach the final figure. Us statement is now complete, it is understood, except for a determination of the amount to be written off for films which failed to meet their negative and distribution costs. That figure, it is believed, will run into several millions of dollars and push the loss up to the \$4,000,000 total. For its

#### **Metro Seeking Govt. Settlement?**

Extension of Metro's time to file briefs and proposed findings in the Government anti-rust action has revived rumors that the company will join the parade by seeking a settlement of the action in negotia-tions with the Dept. of Justice. Three-Judge Federal court last Three-Judge Federal court last company of the property of the property from the original Jan. 31 date after application by the film company. Order was inked after U. S. see-

application by the film company, order was inked after U. S. special assistant attorney general Robert L. Wright obayed the move with Paramount reportedly almost the second of the way, attorneys believe these remaneuters of Par and RKO are generating strong pressure on the other companies to reach for the verse court results against those court results against those sticking to the fight would pose inevitably unfavorable comparisons to stockholders with deals won by cree road.

RKO also won a delay from the

cree road.

RKO also won a delay from the court last week. Company's request for an extension until March 30 of the time required to file an approval by stockholders was approved in court. Provision of it decree had set Feb. 8 as the last day for the settlement to be given stockholders blessings.

#### MPAA'S NEW 'AIDE'

Comie Strip Character 'Takes Over' As 'Assistant' to Cheyfitz

# **Erred in Airing Their Bitterness**

#### **Abeel Promoted**

Anocel Fromoted

Aian C. Abeel, long an expert
in motion picture industry finance,
was upped last week from second
vice-president to a full vice-president
for for fouraring Trans Co.,
the bank's hoas to nasjor film companies and independent producers.
Abeel was handed the promotion
by the Guaranty directors at their
meeting following the annual
stockholders' session last Wednesday (19). He has been with the
hans 39 years.

## S. Africa Trek Off. Trip 'Inadvisable For Major Mgrs.

Committee of three major company foreign managers and reads Harmon, veepee of the Motion of the major and foreign and the major and the major

week:
Trip to Johannesburg was to protest to the government and perhapa arrange an easing of the 50%
restriction on remittances, which
was imposed last Nov. 5 and made
were anxious, if they couldn't ease
were anxious, if they couldn't ease
the overall 309% restriction, at least
to work changes in the regulations
to allow more equitable distribution of the 50% of remittances perScheduled I, pages New York.

mitted
Scheduled to leave New York on
Friday with Harmon were Phil
Reisman, of RKO, Murray Silverstone. of 20th-Fox. and George
Bros. foreign exec Joseph Humel
Is already on his way from Europe
Bros. foreign exec Joseph Humel
Is already on his way from Europe
Is already
Is alre

(Continued on page 20)

#### RICHARDS STUBBORN ON RENTAL TERMS

New Orleans, Jan. 25. Although he has now been de Although he has now been de-prived of product from four major companies, Paramount partner E. V. Richards is showing no signs of terms. Reports that Richards, who operates 79 houses in this sector, has been dickering for a return of Paramount product are tagged peace negoliations, and Richards is prepared to keep operating with his partial picture supply indefi-nitely.

Teapot name-calling tempest between Eric Johnston and Samuel Goldwyn during the past week has Goldwyn during the past week has Goldwyn during the past week has plague-on-boths your-houses' attention that the past of the pa

well afford at this point.

Most of the finger-pointing by those who have analyzed the spate of statements by the pair is aimed at the Motion Picture Assn. of the Motion Picture Assn. of the Motion Picture Assn. and the Assn. and did nothing but harm to the industry by answering harm to the industry by answering a more appropriate that the Assn. and did nothing but the Motion of the Motion Picture Pictu

There's no willingness, either, of course, to condone Gold-wyn. If he chose to quit the two organizations, it is felt he could have done so simply and quietly with the briefest kind (Continued on page 18)

#### Schine, 8 Majors Named in N.Y. Suit Asking \$2,523,000

Asking \$3,253,000 A 5,525,000 trebt-damage anitrust action was support spinitrust action was support spinitrust action was support spinitrust action was support spinitrust. Asking the support of the suit, brought by Auburn Capitol Theatre manned John A. May J. Meyer and Louis W. Schine individually besides the corporate defendants. Plaintiffs, as operators of the Capitol theatre, Auburn, N. Y., Capitol the support of the s

Because of this, complaint as-serts, Capitol made \$40,000 less annually than it would have racked up otherwise. Wallace claims that the alleged conspiracy prevented him from going into exhibition in neighboring towns.

Two Mpls, Complaints
Minneapolis, Jan. 25.
North Central Allied has forwarded to the Justice Dept, two
complaints from members re competitive bidding. One exhibitor
alleges he has made highest bid for
alleges has made highest bid for
charges and been refused it. Other
"bury" bing-petitive bidding has
"bury" bing-petitive bidding has
"bury" bing-petitive bidding has charges competitive bidding has "hurt" him. Organization claims consent de-cree violations and requests an

#### Metro in TV—Almost: Pic on CBS 'Mistake'

Metro, the one major film com-pany which has indicated it wants nothing to do with television yet, was almost in the TV picture last week that it turned out to be all a CBS television transmitted a two-ped decementary. Saturday

CBS television transmitted at two-red documentary Saturday (22) night, titled "Whither Japan," to the Asstralian N. White Case and the Case at the Cas

## Rank Plans More Low-Cost Films As 'Heart.' 'Perrin' Grab Big Grosses

The waim hooffice and critical reception handed recent British feferings in the U. S. such as "Don't Take It to Heart" and "Mr. Ferri and Mr. Traill" is going to Arthur. Rank's overall production strategy. That prediction was made this week to Vantry by Josef Som trategy. That prediction was made this week to Vantry by Josef Som trategy. The Trail of the Production of t

pix. The state of the state of

so, souno audeo. Moreover, our initial reaction is that we follishing initial reaction is that we follishing initial reaction is that we follishing initial reaction is the following and the sound of the point of t

#### IA, Majors Still At Impasse on Contract

It is understood that if an early It is understood that if an early agreement is not reached, a rift may take place in the "united front" of the distribs. Paramount is reportedly ready to settle with IA on a compromise basis although, to date, the company has gone along with the other distribs down the line.

#### Major Co. Divestiture Denied Again in Philly

Philadelphia, Jan. 25. runacetphia, Jan. 25.
Efforts to force Warner Bros.
and 10 other major film producers
and distributors to divest themselves of theatres they own and
operate in this area were denied
Friday (21) for the second time in
U. S. district court.
Judge William H Pitters

U. S. district court.
Judge William H. Fitzpatrick refused to "reform" an earlier ruling directing the chains to compete equitably with William Goldman Theatres, Inc., for first-run showings in Philadelphia.

#### Douglas Stresses Pix As Foreign Envoy

As Foreign Envoy
Lewis Douglas, U. S. Ambassador
to England, was guest at a private
dinner party hosted by attorney
Neil McCarthy here last Friday
[21] night. Douglas reported
tod the film toppers present low
important he felt petters overcarrying American as exactly investigations.

He stressed the near-diplomatic impact of pictures on behalf of America and said he felt it extremely important that they be continuously shown abroad.

# To Col. Int'l V.P.

Joseph Friedman, Columbia's vet managing director in England, steps up to the post of veepee of the company's foreign wing. Fried-man was elected Monday (24) at a board meeting immediately follow-ing his return to N. Y. from Coast huddles. His job as top man in Britain is being taken over, by Max Thorpe, present ass't managing di-rector.

Thorpe, present ass't managing drector.

Coast confabs in which Priedman participated resulted in a decision participated resulted in a decision and the state of Continental manager, and Sig Cusiel, Latin American supervisor were all in town for the huddles.

#### BRITISH GROUP ACCOMPS RANK FOR U.S. MEET

ATAIN TOW AD, HILLI
Strong British contingent, including key officials in the J. Arthur Bank - flim-making empire,
will make the Alamonte crossing
forthcoming discussions of the
Anglo-American Film Council slatde here during the same month.
Rank, accompanied by his wife,
arrives in N. Y. March, 23 for a
month. He returns to England
the property of visities will

April 20 or 28.

Among the group of visitors will be Sir Henry French, director-general of the British Film Producers Assn.; Sir Louis Greig, head of British-Gaumont; John Woolf, Rank's distribution chief, who tops General Film Distributors; and G. I. Woodham-Smith, the Briton's eral counsel.

general counsel.

Main body is being preceded by
a number of studio exces here to
o.o. the Yank reception of more
recent British releases. L. F.
Baker, director of Ealing studios,
is slated in N. Y. Feb. 9. Josef
Somlo, co-director of Denham, has
already reached this country. Aside from the council meet.
Rank has no fixed itinerary as yet.
It is likely he will trek to the Coast
to visit his daughter, wife of scripter Fred M. Packard.

#### 'Serenade' to Wald

Hollywood, Jan. 25.

Jerry Wald is taking over the production reins on "Serenade," originally slated for filming by Mike Curtiz before he folded his

indie company.

Switch in producers means that the picture will be made on the home lot at Warners instead of locating in Mexico, as previously planned.

#### 'Edges' Rossen's Next

LUGES NUSSCH S IVEAL

Next writer-producer-director
job for Robert Rossen at Columbia
will be "The Outer Edges," based
on the Charles Jackson novel, to
which Rossen holds' the screen
rights. The Rossen is making "All
the King's Men." which winds up
his old Columbia contract. New
pact is under negotiation.

#### **British Exhibs Huddling On** 'Unit Plan' Calling for U.S. Pix From Same Distrib

Pix From Same Distrib

Description London, Jon. 18.
Operation of the "unit plan" by
the six major American distributing companies, which was subject
of preliminary discussions between
representatives on and British exhibs, was considered at a meeting
of the General Council of the Claematograph. Exhibitors Assn. last
In the report made by the CEA
delegation, it's stated that the six
companies adhering to the planwill insist that as from April. The companies
in the report made by the CEA
delegation, it's stated that the six
companies adhering to the planwill insist that as from April.
In the report made by the CEA
delegation, it's stated that the six
companies adhering to the planwill insist that as from April.
Proposed arrangement is in contrast to the procedure which opertrast to the proposal that when
a ple was sold for sole exhibition
if could only be supported by
shorts or newsreels to the extens
Another point at issue was a suggestion from the American reps
that exhibitors should sign a slip
when the plane of the second
feature and also give an assurance
that it would be an American ple
that the vould be an American ple
time the part of exhiba.

Revisio Piv Loane Await

Revisio Piv Loane Await

#### **British Pix Loans Await** Reading: 2 Already Made

Reading; 2 Already Made
London, Jan. 25.
Second reading of the Fili
Finance bill is scheduled to be
made in the House of Lords next
hready (1) and until the measure
is processed through the producers. Present setup calls for government's financial assistance to be
green to be a second to

#### Rank Boycott

on a comparatively small scale, dis-tribs here are hopeful that these bookings will herald a resumption of more general trading and a con-sequent increase in screen time for major product which at the pres-ent time is being almost exclusive-ly offered to independent theatres.

#### Bernstein Asks Cooperation London, Jan. 25.

Call for a red or the emotion-alian that has not account and the con-alian that has not account and account and many account and account and account and British film industries was sounded last week by Sidney Bernstein, British circuit operator and part-ner with Airer filtcheock in inde-reserved and account and account and account statement was made in a report to statement was made in a report to the annual shareholders' meeting of his Granada circuit. Declaring that there is "serious emotional tension" between the monocal tension between the monocal tension in the world wars, cannot work together con-structively in his one industry in wars, cannot work together con-structively in his one industry in passed time. One on only hope that-vall to the mutual advantage of the industry on both sides of the At-lantic."

## Majors Slashed to 250 Publicists, **Only Slightly Higher Than '42 Norm**

and has been trying, unsuccessfully, to bargain new pacts ever a trivial and the second the whitecollarite union 'is running into a firm stand against all dea 25% wage hike plus tightened security and seniority provisions, but to date has drawn no reply from the companies are expected to other companies are expected to other companies are expected to other companies are expected to open shortly after SOPEG receives certification from the National Lawrence of the company SOPEG and the rival place of the company SOPEG and the rival Latter union, a subsidiary of the International Alliance of Theatrical Stage Employees, has been determined to take over the whitecoltering to take over the whitecoltering the second control of the control

#### DRIVE-INS GET BREAK UNDER NEW N.Y. CODE Albany, Jan. 25.

A new oldling code for theat test and the code for th

#### Metro Signs Sturges

Metro Signs Murges
Metro Signed Preston Sturges to
screenplay Chrik Gable starre,
sold of Littleville." with astpolician of Littleville." with astsion of the numerous outsiders
lined up recently by Dore Schary
for work on the Metro lot. Others
for work of Metro lot. Others
for work of Littleville.

Kenney Christon

Metro Starte

Metro Start

Metro Starte

Metro Starte

Metro Starte

Metro Starte

Metro

Lab Technicians In

Advance Pact Talks
In a move to avoid heavy backpost in the property of the past 12 months, pubmorphism of the property of the past 12 months, pubmorphism of the property of the past 12 months, pubmorphism of the property of the past 12 months, pubmorphism of the property of the past 12 months, pubmorphism of the property of the past 12 months, pubmorphism of the past 12 months, pubmorphism of the public of the past 12 months, pubmorphism of the public of the major'
purpose in the property of the past 12 months, public
property in the property of the past 12 months, public
property in the property of the past 12 months, pubmer prevail reveals. Current numhear of property in the property of the past 12 months, pubmer prevail reveals. Current numhear of property in the past 12 months, pubmer prevail reveals. Current numhear of property in the property in the past 12 months, pubmer prevail reveals. Current numhear of property in the property in the past 12 months, pubmer prevail reveals. Current numhear of property in the property in the past 12 months, pubmer prevail reveals. Current numhear of property in the property in the past 12 months, pubmer prevail reveals. Current numhear of property in the property in the past 12 months, pubmer prevail reveals. Current numhear of property in the property in the past 12 months, pubfor the past 12 months,

polacelor labs, division of Polaroid, inc., after conducting a successful organiting campaign. Several majors in the property of the companies on starting report of the companies of the companies of the companies are expected to open shortly after SOPEG receives companies are expected to open shortly after SOPEG receives companies are expected to open shortly after SOPEG receives companies are expected to open shortly after SOPEG receives companies of the companies of the companies of the companies are expected to open shortly after SOPEG receives companies are expected to open shortly after SOPEG receives companies are expected to open shortly after SOPEG receives companies are expected to open shortly after SOPEG receives companies are expected to open shortly after SOPEG receives companies are expected to open shortly after SOPEG receives companies are expected to open shortly after SOPEG receives companies are expected to open shortly after SOPEG receives companies are expected to open shortly

#### Cal. Defines Pay Status Of Dismissed Studioites Hollywood, Jan. 25.

Hollywood, Jan. 25.
Weeks covered by severance pay
or back vacation pay are considered weeks of employment under recent decisions of California
under recent decisions of California
are being denied benefits during
hose periods, so Hollywood AFI.
Film Council is setting up a special
committee under Max Krugen and
Pat Somerset to fight ruling.
Workers had been permitted to file
for benefits a week after being
dropped, regardless of amount of
severance pay or vacation pay due
under union contract. New state
employee to walt until one week
after period covered by severance
or vacation pay.

#### Metro Continues H.O. Course for Sales Aides

Metro has decided to continue ts-homeoffice training course for aspiring sales staffers. To push the indoctrination another step, company will announce the names of its second group at the Coast sales confab, Feb. 612. Trainees will be brought to N. Y. for several weeks of lectures.

of lectures.

First group which recently tucked sway their diplomas included Louis J. Weber, assistant Gravitz, New Haven salesnant A. B. Padgett, Atlanta manager; Rusell Gaus, Öklahoma City manager and Mike Fore, Chicago salesman, and Mike Fore, Chicago salesman, and Mike Decker of the Coast Salesman was a second to the control of the Coast Salesman was a second to the coast of the Coast Salesman was a second to the coast Salesman was considered to the coast Salesman was a second to the coast Salesman was considered to the coast

# UNIONS BALK N. Y. PROD. BOOM

#### Pine-Thomas Pre-Prod. Done

With the producing team of William Pine and William Thomas going flate a program of A 5 for Paramount, the twoomen have initiated a policy of consulting Paramount theatre partners as well as h.o. exces before mapping a particular projected film. When a suggested subject for filmization coness up,  $P \approx T$  forward a synopsis of the plot to these industryites and poil their sentiment on the pic a h.o. potential before decling whether or not to make the film,  $P \approx T$ . Once a subject is chosen, informal exhib poil is taken on each problems as casting and color. The team believes the exhib reaction is the most reliable way of pre-telling whether a pic has grossing potential echoniques, Pine said: "A lot of fellows in Italy. Explaining their declinique, Pine said: "Alo to fellows in Italy. Explaining the fraction of the property of the prop

## \$750.000-\$1.000.000 Cost Class for Pix Held 'Just Right' by Pine-Thomas

The right-bracket film for profit-able distribution under present boxoffee conditions falls into the \$750,000 - \$1,000,000 . negative-cost class, according to William Pine and William Thomas, team that turned out 54 B's for Paramount. turned out 54 B's for Paramount. After experimentation with three categories of pix, P&T dropped its low-cost output recently and went into the more expensive production program. Hence, their present contract with Par to substitute three pix yearly for the next 24 months in place of the flock of B's.

B's. "Below the \$750,000 to \$1,000,000 class," both Pine and Thomas averred, "You can't get the star power and values into a film. worriet, of course, on whether the big nut can be paid off on boxofies returns. On the cheapies, the salesman has to beat harder to sell, and the cost of distribution is no less than on the more expensive product."

product."

P&T resched their conclusion after careful testing. Following a long row of pit which never exceeded \$200,000 per film, the duo tried out the \$250,000-\$200,000 bard. "Shaggy." "We compared our profit on a basis of per-dollar invested, and came up with a finding that it would pay to spend more on each film," duo said.

The statement of the statement o

(Continued on page 26)

#### Wider Distrib of Films Planned in U. S. in Order To Show 'Real Argentina'

10 .010 W Real Argentine films in the U. S. in order to show the American public the "real Argentine," is the alm of Juan Martin, former Argentine displomat, who recently acquired North American release fights to about July and the state of Juan Covering a five-year period, the distributional deal was signed with Artistas Argentinos Asociados, with Artistas Argentinos Asociados,

iand. Covering a five-year period, the distributional deal was signed with Artistas Argentinas Ason Sira, Luminos Sira, Luminos Asociados, Argentinas Sono Sira, Luminos Lin New York for the past 10 days. Martin has been surveying the situation to determine whether it best for him as been surveying the situation to determine whether it best for him as been surveying the situation to determine whether it was the situation to determine whether with the situation to determine whether with the situation of the situa

#### Metro Readies Four

Hetto Acadues Four Four new Metro producers will launch four new pictures within Nicholas Nayfack, who has shifted from the front office to a pro-ducer's berth and will make his bow this week with "Border In-Cotters are Frank Taylor, with "Murder at Harvard," Armand Deutsch, with "Ambush," and Richard Goldstone, with "Out-

## **Techni Geared For** 65 Pix in 1949. Up 18 Over '48

Hollywood, Jan. 25.

Hypoed tint production is expected shortly as Technicolor completes expansion program teed off
two years ago. Outfit is committed
to 65 pix in 1949 of which 13 are
to be done in Britain. Last year's
figure was 47 pix, including eight
in England.

lifure was 47 prk, including eignt. White State of the North State of the State of

help to insure faster delivery or rushes to producers, new film storage plant and enlarged re-Where film companies previous-ly waited a year for prints they're now receiving them in three months. British plant wasn't part of the expansion agenda. Denham plant was completed just before controlled agent of the propers help waited.

## CRAFTS MAPPING **BIGGER DEMANDS**

Strong pitch currently being made by the eastern studios for improducers evening the television market has run into a union damper. In the last couple of unions, covering both card and tailed the couple of the co

rest of the union setup existing in Bollywood.

Operators of the eastern studios, unmbering about 50, are viewing to mention to reside the rest of the

are forcing them to press for devices to protect their member as public to the control of the co

#### OTHER COS. BACK M-G IN SWISS DISTRIB SNAG

Paris, Jan. 25. Metro this week obtained unanimous support from all American distribs in Switzerland that they would continue selling product to the company's two theatres, in Lausanne and Geneva, whose ownership has been disputed by the Swiss Distributors Assn.

Swiss Distributors Asm.

MG has owned and operated the
two houses for the last several
years. Swiss group, however, recently won an arbitration suit
against the company under the local government's ruing that distributors cannot operate theaters.

Tributors cannot operate theaters

tributors cannot operate theaters

tributors cannot operate theaters

unclear and, according to Metro
yokesmen here, the company will
continue to ruin the houses spending
further negotiations.

Spokesmen pointed out that the
Spokesmen pointed out that

Spokesmen pointed out that

Spokesmen pointed out that

Spokesmen shart come up yet before the Swiss government. In
addition, they said, Metro has established clear legal possession of the
theatres.

#### Motion Picture Associates Votes To Convert to 1st N. Y. Variety Club

#### B'rith Honors Dewey

B TIII HONOTS DEWEY
Governor Thomas E. Dewey will
be kudosed by Cinema iodge of the
Brail Brith for his pioneering in
anti-discrimination legislation at
the lodge's meeting, Thurvalay (3)
Goldenson. Paramount's
Goldenson. Paramou

## **Pathe May Float** New Stock to Up EL Production

Expansion of Eagle Lion's production activities may be bank-rolled by floating a new stock issue or ZL; sparent company. Pathe Instance of Lis parent company. Pathe Instance of Lis pathe Instance

(Continued on page 26)

#### 'Samson' Getting Bigger But Still Under Budget

Dill Jill Under Dilloget
After shooting his Paramount
film, "Samson and Delliah," ahead
of schedule and \$600,000 under
budget. Ceeli B. DeMille ordered
several days of added seenes with
ob players, consisting largely of
former stars and character thesps,
seenes will come close to the picture's original budget, \$3,500,000.

ture's original budget, \$3,500,000.

Koury Back to the Coast
Phil Koury, publicity director for
Ceell B. DeMille's producing unit,
returned to the Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast over the
Coast ove

Thelma Ritter's 3 Pix Theima Ritter, featured in "Letter to Three Wives," has signed a three-picture deal with 20th-Fox. It starts in a month and is to run a year. Actress previously made "Miracle on 34th Street" for the

same company,
Miss Ritter is also a featured
radio player in New York. Her
hushand, Joseph A. Moran, is a
v.p. in the radio-department of the
Young & Rubleam agency.

Motion Picture Associates, 30-year old organization of some 500 members, yesterday (Tues.) unani-mount west of control to the con-trol of the control of the control of the lished in New York. Ratification of the proposal came at a Hotel Astor meeting after such film biggles as William F. Rodgers, distribution veepee for Metro. George Schaefer and Fred Schwartz spoke for the meas-ure.

Fred Schwartz spoke for the measure.

The action will give Variety cities a tent in the only large-size states at tent in the only large-size failed to organize. Charter is to be forthcoming within the next two months at the latest. Robert O'Donnell, chief barker of the international, wired MFA his congratuational, wired MFA his congratuation of the charter.

With the transition into a Variety Club, the group will lesse a building in the Times Sq. area equipped for extending to mennicular the control of the con

the same meeting as newly-elected president of MPA, a new election will be held to chose the chief (Continued on page 26)

#### **UA**, Foregoing Henry Dates Just Preceding 'Hamlet,' Defers to U

Hamlet, Defers to U

At the behest of Robert Beninn, preys of the J. Arthur Hank Organization in the U.S. United Artists is foregoing its habit of Artists is foregoing its habit of Artists is foregoing its habit of least of the Ways be fore Universal's Hamlet' is scheduled to open. Both pix were produced by Rankt Hamlet' is scheduled to open. Both pix were produced by Rankt in the Grant of the foregoing in the degree of the newer film, Universal compilated. Since it was repeat run for "Hamlet" in the was copping a good hit of business was copping a good hit of business

#### Huddle With Bergman On Italian-Made Pic

No Italian-Made Pic
Roberto Rossellini, Italian discrete in the Roberto Rossellini, Italian discrete in the Roberto Rossellini, Italian discrete in the Roberto Robert

#### Mayberry Eyes N. Y.

Bill Mayberry, 20th-Fox casting director, came into N. Y. from. Hollywood over the weekend to look over some people for a pic 20th is shooting on the Coast in

the Spring.

He'il also eye the Broadway shows, remaining about a week.

# New Pix Up L.A.: 'Criss Cross' Crisp \$44,000. 'Juan' Hefty 55G, 'Oct.' 33G, 'Island' Okay 25G, 'Husband' Firm 30G Loyala (FWC) (1.248; 60-81)— "Yellow Sky" (2014) and "Alaskde Federact" (2014) dd water (2014) and "Araskde Sky" (4RKO) (5th wk). Fine (Continued on page 18

ASIGHIU UNAY LOVA.

The weather continues to plage to the local fractrum, trimming grosses under hopes for the past week. However, new bills teeing off the the rain. "Don Juan" looks of three their rain. "Don Juan" looks of three theatres." is heading for three theatres." is heading for mostly small-seaters. "Unknown to the look of the look Dear to Heart'

Estimates for This Week
Belmont (FWC) (1,532; 60-\$1)
—"Unknown Island", (FC) and
"Feathered Serpent" (Mono), Okay
\$4,500 or near. Last week, "Blood
on Moon" (RKO) and "Trouble
Preferred" (20th) (3d wk-5 days),
\$2,200.

nn Meon" (FRKO) and "Trouble Preferred" (20th) (3d wk-5 days), \$2 200.

Reverty (FWC) 1,352; sl-8180)—
Reverty (FWC) 1,352; sl-8180)—
Reverty (FWC) 1,352; sl-8180)—
Reverty (FWC) 1,352; sl-8180)—
Reverty Hills Music Hall (G&S-PL) (GWC) (3,48), \$3,400.

Reverty Hills Music Hall (G&S-PL) (GWC) (3,48), \$3,800.

Last week, "Best Years" (KRC) (3d wk), \$3,800.

Last week, "Best Years" (KRC) (3d wk), \$3,800.

College (GWC) (1,458, \$4,800.

College (GWC) (1,458, \$4,800.

College (GWC) (1,458, \$4,800.

College (GWC) (1,458, \$4,800.

College (GWC) (1,458, \$6,801.

"Criss Cross" (I) and "Hggs, Mag (1,48), \$1,900.

"Downtown (WB) (LT57; \$0.8).

Downtown (WB) (LT57; \$0.8).

"Trust Husbard" (LTA) Good \$12,000.

Last week, "WB; Vears" (RC0) (I) dwk), \$8,000.

Web (1,58)

\$8 000. Egyptlan (FWC) (1,538; 60-\$1)— "Words and Music" (M-G) (2d wk). Brisk \$10,000. Last week, smart \$15,100.

"Words and Muse "Week, small sills 100,000. Last week, small sills 100,000. Last week, small sills 100,000. Last week, small sills 100,000. Convince (Rosener) (68); 88-81.20 - Rose (Rosener) (68); 88-81.20 - Rose (Rosener) (68); 88-81.20 - Rose (Rose (Rosener)) (68); 88-81.20 - Rose (Rose (Ros

Day Good Sp.000. Last week, Prock Year's (RKO) (3d wk), \$2°-do. Cross" (U) and "ligs, Maggie in Court" (Mono). Moderate \$4,000. To all the court of the court of

#### 'Musketeers' New High \$25,000, Mont'l Leader

\$25,000, Mont'l Leader
Bit in general Montreal Jan. 25.
Bit in general Jan. 25.
B

\$19,000.
Imperial (C: T.) (1,839; 26-45)—
"Berlin Express" (RKO) (2d wk).
Down to \$6,000 after a first week
of \$8,500.

Orpheum (C. T.) (1,040; 34-60)—
"Red River" (UA) (4th wk). Still hot at \$6,500 after third session with \$7,500.

#### 'River' Fast 16G, Mpls.: 'Hamlet' 15G

Minneapolis, Jan. 25.

Punishing weather is affecting biz here to some extent, but several entries are doing well. "Hamlet." on Theatre Guild roadshow date at Century, looks fancy, while "Red River" is smash at State. Estimates for This Week

"Bred River" 1st concern a Styles.

Estimates for This Week
Century (Par) (1,600; \$12.052.40

"Hamie" (1). Advance parls
made this a respectable entry derespectable entry deframe (1). Advance parls
made this a respectable entry deFancy \$15.000 looms. Last week,
"Baleface" (Par) (4th wk), okay
Goobher Par) (400; 40-50)—
"Harpoon" (SG) and "Black Eagles"
(SG). Fine \$3.000. Last week,
"Baleface" (Mono), \$3.200.

"Trouble"
Makers" (Mono), \$3.200.

Larte (Par) (400), \$0.700—"Gotta
Selective of pull at \$5.000, Last week,
"Cast Divors (200) (36-40), \$3.200

for fourth week downtown. Last
week, "Last Days Pempels" (RKO)

32.000 in second week.

32.

Killed 'Doc' Robin' (UA). Okay \$22,000. Last week, "Wonderful Urge" (20th) and "Jungle Patroi" (20th), solid \$25,000.

# init. "The new S. MIN other. New John S. Markett S. Mar 'Bandit' Hefty \$37,000 in Mild Hub; 'Accused' 22G, 'Unfaithfully' Fair 21G

With average fare and ho's dominating the seene not much this week. "Kissing Bandit" parted this week. "Kissing Bandit" parted with "My Dear Secretary" at Orpheum and State looks trim. "The Accussed" is farly good at the McAccussed" is farly good at McBonna so not yet at Memorial looms as only far The Week. A Estimates for The McCussed (RKO) 4489. "Blood on Moon" (RKO) and The Pearl" (RKO) Trim \$15,000. 14. 851—"Blood on Moon" (RKO) and The Pearl" (RKO) Trim \$15,000. 16. days after soil d \$23,000 fave. Sector (India) (1,200; 44-75)—"Ealsan" (India) (1,200; 44-75)—"Ealsan" (India) (1,200; 44-75)—"Ealsan" (India) (1,200; 44-75)—"Falsan" (India) (1,200; 44-75)—"Falsan" (India) (1,200; 44-75)—"Falsan" (1,201) and "Trouble" (1,201)

Wham 21G, Cincy

"So Dear to My Heart," heavily exploited in Hub area as world premiere, is leading city with a topheavy figure. Only other new line "Smake Pit," a hefty second-route of the premier is the premier of th

State (Loew) (3,500; 44-85).

Kissing Bandit' (M-G) and 'Dear Secretary' (UA). Good \$15,000.

Last week, "Three Godfathers" (M-G) and "Gallant Blade" (Col), \$13,200. nice at about \$7,000. Last week, \$72,000. Last week, \$72,000. When (1.373; 4.485) — "Snake PH" (20th) and "Trouble Makers" (Mono) (4th wk). \$84,000; \$2.40. Miles PH" (20th) and "Trouble Makers" (Mono) (5.40. Miles Philadella (1.50. Miles Philadel

Film gross estimates as reported herewith from the various key cities, are net, i.e., without the 20% tax. Distributors share on net take, when playing percentage, hence the estimated figures are net in-

Estimates Are Net

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

#### Rain Perks Up Frisco Biz; 'Witch' Wow \$30,000, 'Afternoon' Nice 18G

#### **Key City Grosses**

Estimated Total Gross
This Week \$2,932,000
(Based on 23 cities, 224
theatres, chiefty pres runs, including N Y.)
Total Gross Same Week
Last Year \$3,822,800
(Based on 23 cities, 219
theatrest)

#### 'Pit' Biggest Bet In Philly, \$45,000

Weekend downpour washed out biz here, with only a few pictures clocking up real grosses. Newest winner is "Snake Pit." at the Fox, with lines at most shows. Weather is having little effect on it. Elsewhere it is largely holdover, with Wake of Red Witch" sturdy in cond Stanley week.
"Last Days of Pompeli"-"She

reissue combo, will be torrid at Estimates for This Week

Estimates for 1ms West 2.4.09.

—'Hamiet' (U) (9th wk). Oke \$12,-00. Last week, about same.

Areadia (S&S) (700, 50 - 94).

—'Unfaithfully Yours' (20th). Fair \$5,000. Last week, "Three Musketeers" (M-G) (2d wk), great \$5,500. Boyd (WB) (2,360: 50-99)—"Gotta Stay Happy" (U) (3d wk). Mild \$14,500 after tepid \$17,300 second

stanza.

Earle (WB) (2,700; 50-99) —

"Words and Music" (M-G) (5th wk).

Nice \$14,500. Last week, \$18,000.

Fox (20th) (2,250; 50-99)—"Snake
Pit" (20th). Terriffic \$45,000 or
near. Last week, "Yellow Sky"
(20th) (3d wk), \$16,000.

(20th) (3d wk), \$16,000.
Goldman (Goldman) (1,200: 5099)—"Paleface" (Par). (4th wk).
Holding well at \$15,000. Last
week, great \$18,000.
Karlton (Goldman) (1,000: 90\$1,80)—"Joan of Arc" (RKO) (5th
wk). Still sock at \$18,000. Last
week, \$23,500.

week, \$23,500.

Kethi's (Goldman) (1,300: 50-99)

—"She" (RKO) and "Last Days
Pompeii" (RKO) (reissues). Torrid
\$12,500. Last week, "3 Godfathers"
(M-G) (2d wk), \$6,500.

Masthaum (WB) (4,360: 50-99)— "Every Girl Married" (RKO) (2d wk). Still going good at \$24,000. Last week, trim \$31,500.

Last week, trim \$31,500.

Princess (WB) (450: 35-80) —

"Paisan" (Indie) (4th wk). Profitable \$4,000. Last week, \$5,000.

Stanley (WB) (2,950: 50-99) —

"Wake of Red Witch" (Rep) (2d wk). Big \$23,000 after great \$31,000 anener.

Stanton (WB) (1,475: 50-99) —
"Walked By Night" (EL) (3d wk).
Great \$11,500. Holds a fourth.
Last week, sock \$15,500.

Trans-Lux (T-L) (500: \$1.20-\$2.40)—"Rcd Shoes" (EL) (5th wk). Steady \$10,000. Last week, ditto.

## (20th), solid \$25,000. Orpheum (Low) (3,00); 44-83)— Kissing Bandil, "M.-G.) and "Door Kissing Bandil," (M.-G.) and "Door Kissing Bandil," (M.-G.) and "Door Last week, "Three Godfathers' (M-G.) and "Gallant Blade" (G.) —Sanke Pit" (Par) and "Trouble —Faramount (NET) (1,700; 44-8) —Sanke Pit" (Par) and "Trouble Mateer (Mono) (4th wk). Nice Mateer (Mono) (4th wk). Nice Filgrim (ATC) (1,800; 44-86) —Walked By Might" (EL) and "Old ## (Mateer) (Mono) (Mateer) Walked By Might" (EL) and "Old ## (Mateer) (Mono) (Mateer) ## (Mateer) (Mateer) ## (Mateer) (Mono) (Mateer) ## (Mateer) (Mono) (Mateer) ## (Mateer) (Mateer) Shoes' Heads for New Toronto Record, \$21,000

Toronto Record, \$21,000 With weekend turnway business. "Red Shoes" may break the store of the st

wki. Olay \$7,000 after last weeks \$8,500.
Odeon Hanhy 2.300; 35-\$1.200.
Odeon Hanhy 2.300; 35-\$1.200.
Odeon Hanhy 2.300; 35-\$1.200.
Ode and likely to break honse record. Last week, "Angel on Amason Cheep him \$9,000.
Fig. 100.
Fig. 100.
Fig. 100.
Fig. 100.
Snake Pit" (20th) (3d wk) 99,000.
Toptown (Loew) (2d wk) 1,000.
Toptown (Loew) (2,743; 36-86.
Typtown (Loew) (2,743; 36-86.
Ode Last week, "Mextican Haylide" (U) (2d wk), okay \$7,500.

San Francisco, Jan. 25.

Rainy weekend is helping to give current session a healthy tone at the boxoffice. It was a real help since bis had fallen with the temperature during the week. Biggest since bis had been so that the same that the sa

Stay Happy snapes mild at OpBattimated for This Week
Golden Gate (RKO) (2,844; 69)
Sb.—"Bot With Green Hair"
(RKO) and "Close-UP" (RL) (24)
(RKO) and "Close-UP" (RKO) (RKO)
(RKO) (RKO) (RKO)
(RKO) (RKO) (RKO) (RKO)
(RKO) (RKO) (RKO)
(RKO) (RKO) (RKO)
(RKO) (RKO) (RKO)
(RKO) (RKO) (RKO)
(RKO) (RKO) (RKO)
(RKO) (RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO) (RKO)
(RKO)
(RKO) (RKO)
(RKO)
(RKO) (RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO)
(RKO

#### Port, Slow; 'Venus' Trim \$11,000, 'Years' 10G, 2d

Bis is offere this week, holdovers and unfaverable weather
hirding. "One Teach of Vemus"
is faring well at Broadway. Best
is faring well at Broadway. Best
of the property o

## Despite Sleet, Cold Chi Holds Well: 'Urge'-Duchin Rousing at \$53,000. 'Regiment' Fine 18G, 'Shoes' 14G, 5th

Despite decrease a HIC

Despite decrease and the recovery
weeker that hit Loop bix early
this week, attendance isn't off as
much as expected. Chicago with
"That Wonder he had a series of the
"That Wonder had a series of the
"That Wonder had a series of the
"That Wonder had been a series
"A series of the series of the
"That Wonder had been a series
"The company of the series of the
"The company of the series of the
"The low Sky" as "The series of the
"Yellow Sky" as "The series of the
"The low Sky "The series of the low Sky "The series of the
"The low Sky "The series of the low Sky "The series of

16,000. Styl at Oriental plus Janie Palge onetage in second week looks smart \$51,000. "Mexican Hayride" at the Palace shapes tim \$15,000 on second also building and should take excellent \$14. In ninth week at Apollo holds well' at \$12,000.

\$12,000. Estimates for This Week

Si2,000.

Estimates for This Week
Estimates for This Week
Agolto (38-K) (1400; 31,20-32,20)
Agolto (38-K) (1400; 31,20-32,20)
Agolto (38-K) (38-K) (38-K)
Agolto (38-K) (38-K)
Agolto (38-K) (38-K)
Agolto (38-K) (38-K)
Agolto (3

Sec\_2000. Last week, wow Sec\_2000. Selvyn (Shuber) (1.000; \$1.20 and very (Shuber) (1.000; \$1.20 and very (Shuber) (Shuber) (1.000; \$1.20 and very (Shuber) (Shuber)

\$9,800.

\*Roosevelt (B&K) (1,500; 50-98)—

"Whiplash" (WB) (2d wk). Moderate \$10,000. Last week, modest

faithfully Yours" (20th), (2d wk), \$12,000.
Woods (Essaness) (1,073; 98)—
Red River" (UA) (5th wk). Solid \$21,000. Last week, \$26,000.
World (1 nd ie) (587; 80)—
"Paisam" (Indie) (2d wk). Boff \$8,000. Last week, broke house record with \$10,000.

#### Inaugural No Bonanza To Wash, Albeit 'Joan'

Huge \$37,000, 'Pit' 186.

Anticley Washington, Jan. 25.

Anticley Mashington, Jan. 25.

Antic

**Broadway Grosses** Estimated Total Greek
This Week \$654,000
(Based on 16 theatres)
Last Year \$655,300
(Based on 22 theatres)

## 'Stav Happy' Hep \$18.000 Tops Prov.

Providence, Jan. 25.

Just average here this round with no outstanding grosser. Majestic's "You Gotta Stay Happy' looks best with sizeable session "Kiss Blood Off My Hands" is second week at RKO Albee is do ing okay.

Estimates for This Week Estimates for this vices.

Albee (RKO) (2,20); 44-65)—

"Kiss Blood Off Hands" (U) and
"Sons of Adventure" (Rep) (2d

wk). Six-day holdover expecting
good \$9,500. First week, nice
\$15,000.

\$15,000. First week, nice Carton (Fry) (1,400: 44-65). "Yellow Sky" (20th) and "Tvouble Preferred" (3,000) deventown "Belle Starr's Daughter" (20th) and "Inner Sanctum" (FC), nice \$5,500.

\$5,500.

Fay's (Fay) (1,400; 44-65)—"Far Frontier" (Rep) and vaude on stage. Healthy \$7,000. Last week. "Fuller," Brush Man" (Col) and Bobby Jordan heading stageshow.

Sonoy Jordan neadma stagesnow, Majestic (Fgy) (2.00), 44-65...
"Gotta Stay Happy" (U) and "Police Reporter" (SG), Healthy Signon, 1980, 19

Heldt and his New Stars on stage, \$8,500. State (Loew) (3,200; 44-65)— "Shockproof" (Col) and "Slightly French" (Col). Fairly active \$19-000. Last week, "Three God-fathers" (M-G) and "Piccadilly In-cident" (M-G), big \$22,000. Strand (Silverman) (2,200; 44-65)—"The Accused" (Par). Opened Monday (24). Last week, "Dark Past" (Col) and "Jungie Jim" (Col), nice \$12,000.

#### Det. Drags Despite New Films; 'Married' Robust 21G, 'Whiplash' Only 11G

To Wash. Albeit 'Joan' Huge \$37,000, 'Pir' 186 being washington. Jan. 28 being washington. Jan.

"Snake Pit" is pacing the hold-overs with fairly good second week at the Fox. Estimates for This Week

#### Weather Dulls Omaha: 'Pitfall'-'Texas' \$10,000

Fill all - 1exas \$10,000

Gmaha, Jan. 25.

Storms, sleet, snow and zero
weather held weekend openings
down noticeably. Neither "Pitfal"
at Orpheum and "Fighter Squadron" at Paramount are doing as
much as expected, with sub-zero
cold wave cutting in sharply.

Estimates for This Week

Estimates for This Week
Orpheum Cristates) (3,000: 16-65) — "Pitfail" (UA) and "Texas,
Renotlyn" UA). Okay at \$1,000.
despite \$1.0 rm y eventher.
Last Woman" (UI) and Henry Busse had
plus Dinning Sisters onstage soil
\$2,000 at 20-80 csale.
Paramount (Tristates) (2,800: 16-65) — "Fighter Squadron" (WB).
Good \$9,500. Last week, "Red
Rener Cold, 10m \$14,500. Red

River" (UA), fine \$14,500.

Brandeis (RKO) (1,500; 16-65)—

"Gailant Blade" (Col) and "Untamed Breed" (Col). Nice \$7,000.

Last week, "Blood on Moon" (RKO) and "Ladies of Chorus" (2d wk) split with "Who Done It" (U) and "In the Navy" (U) (reissues), okay \$5,000.

\$8,000.

State (Goldberg) (865; 16-65) —
"Christopher Blacke" (WB) and Main Stree Ktd" (Robert Cond Main Street (2011) (reissue) and "That's My Boy" (Indie, 94,000.

Omaha (Tristates) (2,100; 16-65) (May Sb-500. Last week, "Time of Life" (UA), \$85.00.

#### **Rain Pounds Pitt: Boy' NSH \$16.000**

DOY INJI 210,000

Raily weekend battered bir here generally at flarts managed to stand up under it, as idd "Wate of Red Witch" at Fullon. Among the new doing fair at Stanley, although below hopes heavy campaign.

Estimates for This Week of Managed Stander, although below hopes heavy campaign.

Estimates for This Week of Managed Stander, and probably will rate a third stanas on the control of the control o

"Words and Music" M.G. (m.).
Senator (Harris) (1/50, 4/60,
Senator (1

"Faleface" (Par) (2d wk), good \$16.500. Warner (WB) (2,000; 44-76)— "Paleface" (Par) (m.o.). Srilli hold-ling up at \$8,500. Last week. "Shee" (RKO) and "Last Days Pompeil" (RKO) (reissues), big \$11,000.

## 'By Night' Brisk \$9,000,

Big power users continue to co-operate in-saving-electricity-be-cause of freeze reducing power production, with oversipply of holdover the big current headache. "Walked by Night" shapes fairly missing the saving of the production of the frith Avenue still is sock on hold-fith Avenue still is sock on hold-

Only Dower dues continue to be of few real coin-getters currently fathers' (M-G) and "Saxon Charm" classe of freeze reducing power production, with oversupply of the few real coin-getters currently [34], [34], [36],

#### B'way Spotty: 'Decision' Great \$63,000. 'Letter' OK 137G, 'Chicken'-Martin 105G. 'Colorado'-Ink Spots Mild 60G

Despite five new bills and favorable weather over the weekend,
until rain arrived early Sunday
202 night broadway first must
be strongly the street of the trade. Contrasted to this as the strongly.

Outstanding new picture is roomand Bocision, which looks to reach smaah \$6,000 feet between the record but viewed as highly satisfactory. Biggest money total is been concluded to the reach smaak \$6,000 feet. Wo, take the record but viewed as highly satisfactory. Biggest money total is been with the record but viewed as highly satisfactory. Biggest money total is been with the record but viewed as highly satisfactory. Biggest money total is been with the record but the

views, with 'very mild \$19,000 in prospect on first Criterion week. Bill The Strongest second week bill the Strongest second with \$20,000. Showing for langural view large-screen telesiderably but figured as adding to attendance on only a few short week at Mayfair, 'Snake Pit,' at Rivoll, and 'Joan of Arc,' at Victori, continue remarkably strong week at Mayfair, 'Snake Pit,' at Rivoll, and 'Joan of Arc,' at Victori, continue remarkably strong Palace brings in 'So Dear to My Heart,' 'Walt Disney's latest, next Saturday (29) as second picture unbouse. (Globe open 'Lucky Stiff' on same day.

Estimates for This Week' Stiff'

Estimates for This Week

on same day.

Estimates for This Week
Aster (City Inv.) (1,300; 70-51,50)

Aster (City Inv.) (1,300; 70-51,50)

Current, stama ending next Friday (28) still satisfactory with 222,000, after sturdy \$25,500 for Biber (City) Inv.) (589; \$1,20-52,400—"Ref Shoes" (EL) (14th wk). Present week ending tomor word Thurs; still in Chips at the control of the c

orch heading stageshow, was slow \$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,500.
\$27,50

Night' Brisk \$9,000,

Seattle, 'Hills' \$6,000

Seattle, 'Hills' \$6,000

Seattle, Jan. 25.

Soorer sondinue to retion—steps of freeze reducing power
of freeze reducing power
toto, with soversometric toto, with

Ittle week's strong \$25,000. India Raxy (20th 6,588; 80-51.80) — Raxy (20th 6,588; 80-51.80) — With Tony, Marin, Dean Murphy, Beatrice Kraft Dancers plus feether of the Strong Ray (20th 6,580; 80-51.80) — Research of the Stron Damys, "Come of the post of the come of th

Feb. 4. Victoria (City Inv.) (1,060; 95-\$2.40)—"Joan of Are" (RKO) (11th wk). Present stanza ending today (Wed.) still is highly profitable at \$24,000 or over; 10th round was fancy \$26,000. Continues.

#### ST. LOO SKIDS ON ICE; 'OCT.' LUSH \$20.000

Week end of bad weather including freezing rain that aimost paralyzed traffic is slashing gross totals at main stem houses already burdened with too many holdowers and resisues. "Return of October" is resisued, and the statement of the statemen

Estimates for This Week

Estimates for This Week
Ambassador (F&M) (3,000; 56-75)
—"Snake Pit" (20th) (2d wk). Down to \$8,000 in 4 days after terrific \$20,000 first stanza.
Fox (F&M) (5,000; 50-75)—"Wake of Red Witch" (Rep) and "Parole, Inc." (EL) (2d wk). Off to \$8,000 in 3 days after big \$21,000 initial session.

Loew's (Loew) (3,172; 50-75)—
"Return of October" (Col) and
"Piccadilly Incident" (M.G.). Big
\$20,000. Last week, "Three Godfathers" (M.G.) and "Saxon Charm"
(U), \$15,000.

cy" (WB) (reissues), \$0,000.

Shubert (Ind) (1,500; 40-60)—
"Paleface" (Par) and "Dynamite"
(Par) (m.o.) (2d wk). Solid \$3,500
after \$4,500 for initial session.



Exhibitors of America award

BUD ABBOTT
LOU COSTELLO

the #3 spot
in their selection of the
"Money-Making
Stars of 1948"

THE CURRENT HOT ONE IS



#### John Loves Mary

Hollywood, Jan. 22 Mollywood, Jan. 22.

Warners classes of Jarry Wall production. Star Roual Reagan, Sack Large March Lar

Norman Krasma's stageplay comes to the screen as a puncy and comes to the screen as a puncy and comes to the screen as a puncy and a second and Reagam and Jac charles. Word-amount possibilities are excellent. The stage settings have been extended and a second a second and a second and a second a seco

to do.

Showmanly production guidance
by Jerry Wald gives film a glitter
that properly shows off the fun.
Care he used in casting also, is refacted in the other credits. Peveral Marley has done a class lensing job, and David Buttolpi's musite score perly backs the hilarity
without influding.

Brog.

#### Shockproof

SHOCK proof

Hollywood, Jan. 22.

Columbia production and release, Stars

Cornel Wildham, Stars

Cornel Wildham, Stars

Cornel Wildham, Stars

Lohn, Bussell Colline, Charles Bates,

Lohn, Samuel Fuller; camera,

Charles Lawlon, Jr.; mude, George Dun
Charles Lawlon, Jr.; mude, George Dun
Bates, Charles Bates,

Lohn, Bussell, Charles,

Lohn, Charles, Charles,

Griff Marat	Cornel Wilde
Joe Kobiski	Al Eben

"Shocked." It is reploitable "Shocked." It is reploitable "Shocked." It is reploitable melodrama but should reploitable melodrama but should reploitable melodrama but should reploit the melodrama but should reploit the sho

#### Miniature Reviews

"John Loves Mary" (WB). Strong comedy with Ronald Reagan, Jack Carson, Wayne Morris, others for b.o.

Morris, others for bo.

"Shockproof" (Col) Melodram of parolees and officers who work with them, plus romance. Average business.

"The Life of Riley" (U-1). Neat comedy starring William Bendix; bright bo, prospects.

"Bad Boy" (Mono). Story of Variety Clubs' Copperas Cove.
Tex. Boy's Ranch; joday biz.
"Bloodies. Search!" (Col.)

"Blondie's Secret" (Col). Very good entry in the Columbia series based on the comic

strin. strip.

"Rose of the Yukon" (Song).

(Rep). Alaskan non-name meller; for lower rung of dualers.

"Henry, the Rainmaker"
(Mono). Excellent family comedy for supporting brackets.

edy for supporting brackets.

"Woman of Evil" (French)
(Indie). Edmond T. Greville
clicks again with sex meller;
big for arty spots.

"The Small Back Room"
(Lion). Suspenseful British
are scientist drama; will
d"My Last Mistress' (French)
(Indie). Sacha Guitry stars in
French oldie; mild even for
arty spots.

happens to him and the girl when love moves into their lives.

happens to him and the girl when love moves into their lives.

Situations come together with melodrama, don't make for credence. Threat motivation is supplied by John Baragary's character place by John Baragary's character with the second process of the second pro

wilde does well by his assignment, and Miss Knight brings a ment, and Miss Knight brings a part. Baragrey, Esther Mindotti, as Wilde's blind mother; Sam Brooks, parole officer, Russell Collins and others in the cast handle their assignments capably.

their assignments capably.

Film is a front-office production
without producer credit, and sight
values are in keeping with the
story. There is a good lensing
chore by Charles Lawton, Jr., appropriate music by George Duning and expert editing by Gene
Havlick.

#### The Life of Riley

Universal-International release of Ir	vln
Brecher, production, Stars William 1	Ber
dlx: features James Gleason, Rosen	nar
DeCamp, Bill Goodwin, Beulah Bo	md
Meg Randall, Directed by Brec	he
Screenplay, Brecher; camera, Will	Har
Daniels: editor, Milton Carruth; my	1010
Frank Skinner, Tradeshown N. Y.	Jar
24, '49, Running time, 87 MINS.	
Chester A. Riley William Ber	ndi
Gillis James Gle	200
Peg Riley	am
Sidney Monahan Bill Good	wi
Miss Bogle Beulah Be	one
Babs Riley Meg Ran	10
Jeff Taylor Richard I	-
Junior Riley Lanny	Dee
Burt Stevenson Mark Dar	أماد
Burt Stevenson Mark Day	no.
Norman	401
Norman Ted de Co "Digger" O'Dell John Br Lucy Monahan Victoria He	ow
Carl Stevenson William E. Gi	MI

Irving Brecher's teeoff effort as an indie producer is promising lased on the popular radio serial, least of the popular radio serial, dients for a tasty ho, package. Fit is a well-patterned mediey of fat gags, consedy situations and meras a bright and brecry baulie for easy digestion, particularly in nabe used to be a serial property of the product of the product

#### A Man About the House

A Man About the House."

"A Bina About the House."

"A Bina About the House."

British Lion production being eleased in the U. S. by 20thFox. was tradeshown in New York, Friday (21). Film, a rosters who are left a legacy by their uncle, was reviewed in 
VARIETY from London, Aug. 5.

will undoubtedly be hindered by lack of marquee names, 
"Towning power in the U. S. will undoubtedly be hindered by lack of marquee names, 
"It have best it can attain is the 
dualer spot." Review also noted 
that "acting was good all 
around, with bretty slick and 
workmanlike direction."

with originality. Brecher's debut as a given comes of attendity. Inventive so, comes of attendity. Inventive so, comes of a search of the control of the con

his daughter back to the boy she really loves: are played compe-tently to the competent of the competent of the competent of the companie for the constant grant of the constant grant of the constant of the

#### Bad Boy

Mongerm erlene Berger Stein Bort (Allendamer Stein Bort (Allendamer

Mrs. Sixus — Barbina Weedel

"Bad Boy" licks off under the

Bad Boy" licks off under the

Boy off the Boy of the Boy of the

Boy of the Boy of the Boy of the

Boy of the Boy of the

Boy of the

Young criminals there, the film

young criminals there, the film

seems set for a natural ride

through the areas where VCI is

general entertainment merit accessary to sell tickets on its own.

There are good exploitation pos
in the first large-scale introduced

Murphy, in the title role. He has

some latent thespie ability that

should register with the younger

experience and good roles, he has

possibilities.

With plenty of good story points

With plenty of good story points

experience and good toles, he has possibilities.

With plenty of good story points to support it, "Bad Boy," nevertheless has some critical weaker from being 100%. Deficiencies are largely plot holes that leaves me of the molivation foggy.

As the title points up, yam is for an armed holdup after a record as a delinquent. His custody is predictantly—truned over—to—the control of the control of

another victory to VLTs your and the VLTs and VLTs and VLTs and Jane Wyatt Brown, ranch head, and Jane Wyatt is Mrs. Brown. These two, with James Glesson as Nolan's assistant, put a lot of sock into the film. Stanley Clements, James Lydon and Dickie Moore, among the sundry reformed youth characters must be victorially the victorial description of the victorial vic

## Newsreels' Nifty Inaugural Job

Newsreels last week did one of their finest jobs in recent years in handling the Presidential Inaugural and surrounding events in Washington. Apparently under the lash of the positive and of the historic day. All of the companies devoted their entire end-of the historic day. All of the companies devoted their entire end-of-the-week releases to the events in the Capital, and the results were will-counded, informative, interesting and highly-entertaining reels. He was the positive and the positive and the positive and the positive and highly-entertaining reels. The positive and t

Royle and Francis Pierlot are among others rating mention. Kurt Neumann's direction of the Robert Andrews script is expertly paced to show up the graph of the Robert Andrews script is expertly paced to show up the dighter sequences, including one comic cowboy ditty acted out by Clements. Script was from a story by Andreds and Fa Lan Kamb. Production by Short and his associate, George Bertholon, have obtained excellent values, and technique for the state of the film. Brog.

#### Blondie's Secret

Blondle's Secret

Chamber Hollywood, Jan. 22.
Calumb Hollywood, Jan. 24.
Ca

gen starey. Crandor Shoder Shoder Shoder Sholes (Sersel Sersel Servel Sersel Se

A Canterbury Tale

"A Canterbury Tale," J.
Arthur Rank (Michael Powelltemeric Pressburger) production tradeshown in New York
Vantry Yrom London May 31,
1944. Film depicting an American soldier's encounter with 1944. Film, depicting an American soldier's encounter with English customs during the war years, was looked upon by VARIETY as "a genuine article as far as English sincerity and district and the second critic added, since American, audiences have developed a liking for this type story.

Stars Eric Portman and

Story.

Stars Eric Portman and
Sheila Sim. Cast turns in fine
porformances, as do Powell
and Pressburger in the production and direction department,
but special notation was given
to Erwin Hillier's camera work.

#### Rose of the Yukon

Rose of the Yukon

(SONG)

Republic release of Stephen Aust prothe Control of the Control of the Control

Republic release of Stephen Aust prothe Control of the Control

Republic release of Stephen Australia

Bern Control

Republic release of Stephen Australia

Republic release of Steph

Alaskas Men. "Craude Successions of the Country Registrate Office." Note that Country Registrate Office of the Country Registrate Office Office

#### Henry, the Rainmaker

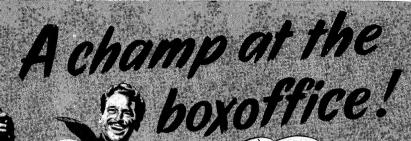
Henry, the Kalmunkee

Hollywood, Jan. 18.

Monotrus release of Peter Sculy Chlys

Monotrus Release of Peter Sculy

Rev Baseons ... Barton Yarboroush Earnis Fremen Harmy. the Raimmaker makes a stout film for the family market. as stout film for the family market. As the family market is stout film for the family market properties of the family market properties. The family market properties are strength of the family market properties. The family market properties have been seen as the family market properties the market properties are supported by the family market properties and the family market properties for the family market properties and the family market properties for the family market properties family market properties for the family market properties family market properties for the family market properties family market properties for the family market properties fa



## SHOWMEN'S TRADE REVIEW

\*\*Action, romance, fighting, swordplay, adventure, excitement and laughter. What more could an audience ask for, especially a family audience? It's got plenty on the ball!"

\*\* Packs plenty of action action and adventure

#### HOLLYWOOD REPORTER

Designed to please the

#### DAILY VARIETY

"Jam-packed with action. Fine entertainment."?

#### FILM DAILY

Click business & indicated. Rousing, colorful entertainment .. exciting.

spectocula

#### BOXOFFICE.

ec A first-rate grosser

be built into a real coin-getter."

MOTION PICTURE DAILY

'The Fighting O'Flynn' right

"Action fans will find

up their allay. Firstrate entertainment. Good business appears to be in the offing."

. a picture that could

"Mighty good entertainment that should please any type of dience. A fast-moving, swashbuckling film with plenty of humor."



#### Packed with action,

THE EXHIBITOR

this should satisfy any audience. High rating action show packed with selling angles."

#### MOTION PICTURE HERALD

It looks like a top-grade box-office attraction. Hold on to your hats and tell your patrons you have some thrills in store for them!"

a Novel by Justin Huntly McCarthy - Directed by ARTHUR PIERSON by DOUGLAS FARBANKS, Jr. A FAIRBANKS CO., INC. PICTURE

## Ad Agencies Spread in S. Africa Radio As Com'l Setup Nears: Lourenco Busy

The general radio position remains unchanged here. Gilean Roos, director general of the South Africa Broadcasting Corp., is still away on a trip to Chande mercial account of the South Africa Broadcasting Corp. is still away on a trip to Chande mercial account of the South Africa Room, Jan. 23 will be a stress of the south of the position in Chande with English and Afrikaans are very similar to the position in Chande with English and with the proposed starting date of the new "C". Service, guess believe on the proposed starting date of the new "C". Service, guess believe on the proposed starting date of the new "C". Service, guess believe on the proposed starting date of the new "C". Service, guess believe of the new the new through the new through the new through the new throat the ne

Union.

Coupled with the proposed introduction of commercial broadcast-ing in the Union and the rapid growth of Lourenco Marques Radio in Portuguese E. Africa, there has been an increased interest on the part of advertising agencies with the result that several of the have formed their own radio de-

have formed their own radio departments.

partments.

partments.

Contractors, one of the schlesinger Companies, which in turn is the parent company of advertising general company of advertising general company of advertising contractors, which services the subsidiary of Transvala Advertising Contractors, which services the subsidiary of Transvala Advertising Contractors, which services the many who has had considerable examples of the services of the servic

#### **Western India Theatres** To Handle Distribution On Selznick's Product

Deal whereby his Western India Theatres, Ltd., takes over India distribution of Selmick product was announced in New York Instruction of Selmick product was announced in New York Marcement starts off with "Duel an Agreement starts of with "Duel an Agreement starts of with "Duel an "Portait of Jenny" and about him "Portait of Jenny" and about him Selmick fijms in all are said to be involved in the transaction at present.

be involved in the transaction at present.

Modi, when three months, also many the transaction at the months, also many the months, also many the months, also many will become distributors for United Artists in that territory due to UA's classcown of its own facilities that the month of the ists in that territory due to UA's closedown of its own facilities there. Modi already has the Strakes of the Control of the C

## In Italy's Future

While a great part of the world is discussing television today, Italy has no plans, because she still must get her government-owned radio back to normal after the

radio back to normal after the war. 398, Italy actually put television to work, but only Mussolini and the second of the second season to the second season to the second season to the second season to the season

#### Korda Sets Film Plans for S. Africa

Sir Alexandra Korda, was a six of the six of

technical adviser. Negotiations on distribution of his 1948-49 output also took place during Korda's stay, but with no results disclosed. Up to August, 1948, 20th-Fox had been distributing the Korda product in this country, but new arrangements haven't been made yet.

#### Film Grosses Slip in B.A.; Italo Pix Still Banned

#### Hathaway In Rome

Hantinaway in Konne
Rome, Jan. 18.
Henry Hathaway will stop over
in Rome for a few days to discuss
his director's chores on 20th-20vs.
Inin, "The Black Rose," with Tyrone Power, who will star. Fic will
North Afrisa.
Other 20th personnel currently
in Raly include Henry King, director of the Power starre, "The
Frince of Foxes," and Robert
Webb. Power, meanwille, has set
Jan. 2't to wed Linds Christian.

## India's Radio In Slow Progress

Madras, Jra. 18.
For a country of India's stature, and temperament the progress made in broadcasting is commendable. During the past year sizelf seven stations have been built in key cities. There has been a dedictive grounds. Stations operating in key cities have often to work on an all-india basis, overlooking local linguistic deminats. To give full linguistic deminats. There are today 12 radio stations functioning in India. The entire network is 22,000,000. Besides these 12 stations, there are also medium-wave stations operating in Hyderbad, Mysore and Travancore.

stons, there are also medium-wave stations operating in Hyderbad, Mysore and Travancore.

Broadcasting in India received the stations operating in Hyderbad, Mysore and Travancore.

Broadcasting in India received the station of the stations of the station

#### **Current London Shows**

Control London Dilows

(Figures shows weeks of ruin)

London, Jan. 25,

"Annie Get Geun". Col's'm (86).
"Bless the Bride." Adelphi (92).
"Blowning." Phoenix (20).
"Care Peaceck." Cambridge (42).
"Carissian." Phance. 461.
"Caliters Hundreds." Vaude (74).
"Don't Listen," St. Jan. (21).
"Edward, My Son." (17)rte (87).
"Thench Pick Noel-Noel's
"Prancis, for the best French pic fith year, has been awarded of."
"Hurly (My Son." (17)rte (87).
"Mills Ambas, (12).
"Mills Mabel." Strand (10).
"September Tide." Ald. (71).
"September Tide." Ald. (72).
"September Tide." Ald. (73).
"September Tide." Ald. (74).
"September Tid (Figures shows weeks of run)

## **Currency Reform Nips German Pix** Grosses: Berlin's 2-Coin B.O. Setup

Two Yank Pix Among 7 In Running for Brit. 'Best'

In Running for Brit. 'Best'.

Two Yank films, 'Crossfire' and
'Naked City,' are in the short
list of seven for the British Film
Academy Award for the best picture from any source during 1846.
List also includes two British proties, 'Best of the State of the State
List also includes two British proiet," two Italian and one French.
There are also two American films
listed in the six selected as the
best documentary of the year,
these being 'Is Everybody ListenFresentation of awards will take
place in London later in the year.

## **Peron Govt. Okays** Arg. Pix Oscars

Argentina's Academy of Motion Pature Arts and Sedences has now flocal 'production for 1948, the awards being official and authorized by the Feron government, foliar and the season of t

standing commercial int of une consulty-Moreon and Artuno de Cordova got Oscars for the best performances for their work to-gether in "Dios se lo Pague," Pedro Lopez Lagar for "Tierra del playing of Lady Windermere, Sabina Olmos has again drawn award for the best supporting per-formance for her work in "Tierra for for her work in "Tierra Fore for her work in "Albeniz."

#### British Exhibs Sore At Film Sale to BBC for TV London, Jan. 18. Distributors who sell films to the

London, Jan. 18
Distributors who sell films to the
Distributors who sell films to the
on the government room of the
one the government room of the
opposite the the
opposite the government room of the
Associated British Film Distributors for the use of 12 of their
oldles on the television service.
Like the way I. Reginald P. Baker
on behalf of ABFD, has met with
a general condemnation from the
industry. General Council of the
meeting last week, voiced its
strong displeasure and on the
Kinematograph Renters Society
services and the proposition of the
industry wide arrangement
previously made.

By SIMONE SCHLEIFFER

By SIMONE SCHLEIFFER
Since the day of currency reform
the situation of the film industry
in Germany has changed considerform all pleture theatres were sold
out, no nuatter what product was
played. Since July last only pictures with outstanding drawingpear. German production, which
produced 38 films (including 18
Russian controlled and sponored
lag smoothly before the currency
reform started, with plenty of
money available.
Now everythets, and only those
companies which had pictures
ready for release in July have the
necessary capital to go on producing. It is, however, expected that
tures will be ready for release this
unes will be ready for release this
vear. Of the new German films
only two had any success—The
—both from DEFA. All other pictures were very disappointing, with
business nowhere better than aver-

tures were very disappointing, with business nowhere better than aver-

business nowhere better than averments have licensed 33 producers in the western zones. There is in the Russian zone only one licensed for producer, DEFA, which has also producer, DEFA, which has also making two distribs in that zoneSOVEXPORT and DEFA. DEFA will distribute only its own production and other German product on an exchange basis with the line of the second producers of the second production and the second production and the second production and the second production of th

(Continued on page 20)

#### Agencies, Talent Uneasy In Unsettled Situation Of Argentinian Radio

Montevideo, Jan. 15.
Instability of execs and staff
seems to be the order of the day
in Argentina's radio situation, now
that all the three major webs are
under the ownership of govern-

that all the three major webs are under the ownership of government tycoons. The control of the Belgrano web, is still virtually in control of his own ordinating in control of his own ordinating network affiliates, but both Radio El Mundo are being operated by appointees of Splendid and Radio El Mundo are being operated by appointees of the Senon Agent of the Senon Agent

staff.

Agency execs and advertisers are vlewing the position in Argentine radio with considerable uneasiness.

Organization is chaotic in the webs radio with considerable unessiness. Organization is chaodic in the webs and programs are dismail, even for the customary summer hiatus. This has brought with it a marked thoogaming in the volume of spot doors, and the customary summer history or summer that the summer months and brought in a nice stick of revenue for the webs. Site of revenue for the webs. Site of revenue for the webs. The control of the webs will be summer months and brought in a nice the situation, as the webs have nor the situation, as the webs have not be that all the major webs will be the situation, as the webs have not be that all the major webs will be the situation of the situation of

#### Renoir Megs River

Jean Renor left for india to direct "The River" for Oriental Calcutta for Eldown en Calcutta for River some superior of the Calcutta for five weeks making arrangements for filming. Picture will be the first of a series to be financed completely by Indian capital.



# 'A LETTER TO THREE WIVES' OPENED AT RADIO CITY MUSIC HALL TO THE BIGGEST WEEK-END BUSINESS IN THE HISTORY OF RECORD-BREAKING 20th CENTURY-FOX!

There's No Business Like 20 Century-Fox Business!!!

Snake Pit

Topping '48's top grosser

YELLOW

Peck, Baxter and Widmark meet-and-clash in the year's big boxoffice smash! Chicken Every Sunday

Showmen everywhere are crowing about this cocka-doodle-dough hit! ... And all eyes are on DOWN TO THE

DOWN TO THE SEA IN SHIPS

heading your way with stars...story...spectacle!

#### **Inside Stuff—Pictures**

The Irring Cummingses. Sr. and Jr., who produced and sirected "It's One Maney" as an Indie package for RiCO release, brought the Frank Suptra-Crouche Marx-Jane Russell comedy in for \$800,000 and in 23 days, as against \$1,000,000 and a 26-day schedule. Mel Shavelson Sereenjayed and Samny Cahn-Jule Styne did the songs. This makes two Marz pix in the can, the other being "Love Happy" (Lester Coward LA), which is more a Chile oan di Tarpo Marx picture; Groucho only distributed to the song of the song the s

Irving Berlin's Paramount deal for "White Christnas" (resulting ping Grouby-Fred Astalre, as in "Hollday Inn." from which the hit some ordinated is stymied by a detail on a \$600,000 guarantee to the songsmith. It's on a double silding percentage basis. Meantime, he's due on the Coast to finalize a Metro ilmusical for Ginger Rogers-Fred Astaire, their second since resulting.

Joshua Logan's delay with chores on "Tales of the South Pacific" with Rodgers & Hammerstein prompted calling in Moss Hart to put on the Berlin-Robert E. Sherwood legit, musical, "Miss Liberty," as Berlin is a musical, "Size Liberty," as Berlin is a musical, "Aliss Liberty," as Derin is a musical mus

Linicd 'Arthis' flackery has copped a tremendous amount of space and publicity in the New York Journal-American during the past few weeks for "My Dear Secretary," which it is currently releasing, via an "Office 'Orchids' contest. It made a tieup with the Hearst daily by which elevator starters in various big buildings throughout the city were invited to nominate the pretisets secretary in their building. Rudy Vallee, who is in the film and is currently at the Lath Quarter, N. Y., has been handing out orchids to the gals, and the pretiset ones when the contest have converted to the properties of the contest have Conover and John Robert Powers. Winner gets a week's all-expense trip to Hollywood via TWA.

London film critics, regarded in trade circles as the world's toughest, were given a surprise spanking in a Dally Express editorial. Presumably including its own critic, the Express said they "are altogether too severe in their comments on the new films. Both British and Hollywood presentations are attacked—in fact, the only films which regularly find favor are those in foreign languages." The dally suggests that critics develop a better balance and "a sunnier trame of mind." Worried about the effect on the domestic film industry, the paper advises critics to adopt a more 'tolerant attitude' instead of spreading sloom among

#### Inauguration

auguration early and took their town were Charles mu opposes places in the distinguished visitors' Skouras, in a ringistie for at the section. Only one to create a real ball with their fraus and the Tony dury in the tense, expected Mutas. The 20th toppers tools in a crowd, was Talluiah Banableed, or the control of the c

meat to brother Franklin, Jr., with hearly a nod of recognition from monolocers.

Mystery man of the day proved to be singer Phil Regan, whose provided to the singer Phil Regan, whose provided to the singer Phil Regan, whose provided to the singer Phil Regan, who headed provided to the provided to the

#### **Theatre Partners** Continued from page 5;

continued from page 3 will out the continued from the continued for an interpretation by the U. S. statutory court, which has the Government anti-trust action in its jurisdiction. Additionally, a choice, are being freely mentioned to these theatre operators an effort to convince them that balking on negotiations word mean in an effort to convince them that balking on negotiations word mean Major company theatre toppers indicate that exhib pareds are generally showing little desire to come to terms. Entire timetable for certifical saws the joint properties cruting saws the joint properties point where the companies will be unable to meet the judicial deadlines on the operation.

#### Giannini

Continued from page 3

Continued from page 1
both majors and indies—is highly
gratifying, banker asserted. He
gratifying, banker asserted. He
gratifying, banker asserted. He
in indie films made at \$500 000 and
in indie films made at \$500 000 and
thought that was a "good bed" for
budgeting, although ceilings would,
or course, vary-according to what
went lind any particular picture,
cerned, Giannin'i stated, although
he thought majors would have to
comend, Giannin'i stated, although
he thought majors would have
to round out their programs.

As a result of his survey in the
east, financier said Bank of America film loans during 1949 would
come the said of the said of the
pix financed will be greater, he
ladded, since budgets will be
smaller.

added, since budgets will be smaller. Samiler of merica will continue to ask 100% guarantees from indice producers to insure the responsibility of the borrowing corporations, Giannini said. This is in line, he explained, with continuous continuous producers turning out pix regularly, rather than one-shotters. In regard to United Artists, Giannini said he would make loans and the continuous con

#### One Big Union

Continued from page 3 = volved, little chance is seen for any real performer regulation of page 1 = volved, little chance is seen for page 2 = volved, little chance is seen for page 3 = volved, little chance is seen for page 3 = volved in the page 3 =

ness at the expense of sister unions.

Barto has proposed that the 4A's retain the television fursidiction unions police shows in which their actors are employed. Thus a variety show would come under AGVA jurisdiction, dramatic programs by the American Guild of Musical Artists. Any show using a combination of all three would be directly under the 4A's. All in the television of the short of the television of the television

#### Paramount Into Fourth Week Of **Maneuvers for Trust Settlement**

Tele-Radio Hookun For NCCJ Awarding

For NCCJ Awarding
Full-hour television and radio
hookup over the NRC network will
sonalities by the National Conference of Christians and Jews,
entertainment wing, Feb. 4 at the
lotel Widdor-Astoria, N. Y. With.
National Brotherhood Week, actrees
tene Dunne; Ned E. Deplinet,
prez of RKO; and Richard Rodgers,
fene Dunne; Ned E. Deplinet,
prez of RKO; and Richard Rodgers,
and Osear Hammerstein, II, songluries.
Award to Miss Punnes and

Award to Miss Dunne will be made by Bernard Baruch. Mayor William O'Dwyer will handle the presentation to Depinet, while Nel-son Rockefeller dittees for Rodg-ers and Hammerstein.

Film attorney Louis Nizer will act as toastmaster. Chairman of the entertainment branch is J. Robert Rubin, general counsel for Metro.

#### P. R. Program

would be to induce major com-panies to make and distribute the briefies on scripts supplied by the theatre group.

theatre group.

Pash Shorts of MPAA
At the same time, TOA-ers will be asked to push the playing of recently-made shorts of the Motion Pleture Ass, of America. Five of these one-recelers are to be screened for the 50 or so directors and regional veepees attending the DC, med.

D.C. meet.

Breakdown of extraordinary pr.
expenses of TOA last year includes
\$20,000 laid out for production of
a two-realer by RKO-Pathe, made
in conjunction with TOA's big
covered only actual expenditures
of RKO-Pathe. Entire Youth
Month campaign cost the org
\$43,000.

Other subhares

Month campaign cost the org \$43,000.

Other subjects on the agenda subside of the subjects on the agenda subside of the subjects of the subject of the subje

state of television.

Number of tangble plans covering entry into tele will come up for discussion. One of these plans definitely stated for the agenda is the proposal of SI Fabaia, circuit of SI Fabaia, circuit company of exhib promoters book exclusive tele events for theories. Mitchell Wolfson, Miami heatreman who heads the tele committee, will also make recommendations for adoption of a policy town of the committee, will also make recommendations for adoption of a policy town of the committee of the committe

Paramount's maneuvers for a settlement of the Government antitrust case went into a fourth week settlement of the Government antitrust case went into a fourth week settlement of the Government and the settlement of the Government of Government of the Government of

property of the property of th

setting, together with the Government.

Par's toppers remain mum on megotations but there is evidence megotations but there is evidence to single out specifically those the arters which should be exempt from liquidation and those that must be axed. Reportedly, the D of J. mouinters on a number of the houses which the former claims are located in closed situations, below the companies along the lines of the RKO connent decree Apparently, the alternative plan for thinsel on the RKO connent decree. Apparently, the alternative plan for thinsel one-company setup has been dropped.

#### Ad Agencies

Continued from page 13 ; England and also did radio work in

Number of tangle fline covers.

The covers of the covers.

In the covers of the covers.

Number of the formation of the covers of the covers

# LORETTA YOUNG · ROBERT CUMMINGS in

Every new engagement points to ...

widi WENDELL

COREY

SAM JAFFE
DORITAS DICK
Directed by
VILLIAM DILTERLE
Screenplay by Ketti Frings
Based upon a novel by

Be sure to book "The Movies And You" Series of Industry Shorts. AND EVERYWHERE CRITICS POINT TO "The Accused"

AS THE SUSPENSE TRIUMPH THAT'S

"A sock ... money film."

"Lee Mortimer, N.Y. Mirror

"One of the year's best screen
"A delight—for a healthy box"Realism to keep any agazine
on its tron."

"Realism to keep any audience on its toes," Detroit News of season." Cue Magazine

"Superior, off-the-beat film."

"R. Rhodes, Jl. of Commerce
ment."

Ballimore Sun

"Melodrama with sensational angles," -Rochester Times Fine start for 1949 Film Derby." -Bill Leonard, CBS

Matching that blistering
"Paleface" pace in
Panamanat's

Paramount's GOLD RUSH OF '49

# HAL WALLIS' Production, "THE ACCUSED"



as a smash attraction that

TOPS "THE PALEFACE"

OPENING AND FIRST WEEK, N.Y. PARAMOUNT

TOPS "SORRY, WRONG NUMBER"

OPENS BEYOND "BEYOND GLORY"

'FODFION AFFAI

BEATS "FOREIGN AFFAIR"

BEATS "THE BIG CLOCK"

IN ROCHESTER

All backed by Paramount's unique "Everything-Points-To-'The Accused" campaign, including 13 magazine ads this month in the four top weeklies.

#### **Picture Grosses**

#### L'ville Not So Strong Alheit 'Dear to Heart' Hot \$16,000; 'Juan' 7G

Hot \$16,000; Juan 16.

Is Louisville, Ann. 25.

Bis Louisville, Ann. 25.

Bis sticking near average level
this week, with one exception.

Baltic, with the property of the control of the

week, "Paleface" (Par) (m.o.), sol.

45,500. (Systoo) 1,206, 30-40)

Kentuck (Star's Daughter' (20th)

Month (Star's Daughter' (30th)

Month (Star's Daughter' (30th)

Month (Star's Daughter' (30th)

Month (Star's Daughter' (Rep)

Month (Star's Month (Star's Daughter')

Month (Star'

\$7,000. Lass. and Plot to Kill Roosever. \$3.00 Plot to Kill Roosever. \$3.00 Plot to Kill Roosever. \$3.00 Plot 10 Plot

or over in sight. Last week, "Sw-Chri Married" (IRKO) fine \$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,000.

\$15,00

#### 'Witch' Record \$10,000. Balto: 'Pit' Giant 16G

Balto, Pii Giant 16d
Baltmore, Jan. 25.
Strong entries are giving conductive week. "Jiggs, Maggle in Court's week." Strong entries are giving conductive with the property of the property of

swi, "oku" \$10,000 at "96e top.
Little (Loper) (287; \$12,082.40)
—"Hamlet" (U) (14th wk). Slid to
\$5,000 or less after near-capacity
\$5,000 last week.

"40,—"Share Pit" (20th.) Disap-pointing \$18,000 but shows signs of
building. Last week, "Untimed
Building. Last week, "Untimed
Pit" (20th.) Gaya, \$17,000.

National (Heiman) (1,800; 60\$1,20)—"Mourning Becomes Electra" (RKO) (20 wk). Did will come and the signs of the signs of

Playhouse (Lopert) (432; 50-85)
—"Louisiana Story" (Indie) (3d
wk). Dipped to so-so \$4,000 after
hot \$6,500 last week.

hot \$8,500 last week.

Warner (WB) (2,154; 44-74)—
"John Loves Mary" (WB). Moother disappointer at \$18,000 in 9
"John Loves Mary" (WB). Moother disappointer at \$18,000 in 9
"John Standard (WB). Moother disappointer at \$18,000 in 9
"Enchantment" (RKO) (5th wk).
"Enchantment" (RKO) (5th wk). Weekend flurry helping this to probable \$9,000. Last week, nice \$50,000. Holds on.

#### Disney's 'Heart' Smash \$20,000, Big Indpls. News; 'Accused' Smart \$10,000

ACCUSED MIRIT 112,000

Wall blinney's "So Dear To My
Heart" is getting the gray here
this week. Sparked by appearances
Beulis Bouch Sparked by appearances
Beulis Bondi and Roy Acroll
Sterling North at prelimination
Sterling North at prelimination
Sterling North at prelimination
Sterling North at prelimination
High Sterling North at prelimination
Results and the Accused" at Indiana and
Accused" at Indiana is olay.

Estimates for This Week

Estimates for This Week Estimates for This Week Circle (Gamble-Dolle) (2,800; 44-65)—"Accused" (Par) and "Dyna-mite" (Par). Average \$10,000. Last week, "Jiggs, Maggie in Court" (Mono) with Sammy Kaye ore' onstage, terrific \$25,000 at 60-90c scale.

Mayfair (Histo) 1980; 20-65) — Wate of Red Witch! (Rep.) hattan Angel' (Col) (2d wk). Social 50,000 or near indicated. History (100,000) and 100,000 a

#### Snow Sloughs K.C. But 'True Love' 11G. 'Bandit' 14G, 'By Night' Fine 4G

WASHINGTON

(Continued from page 9)
well with strong \$5,500 for Lest
veek, \$5,000. \$5,829 indef.

Keith's (RKO) (1,938; 76-81.50)
="Joan of Are (IKKO).

"Every Girl Married"
"Ev

sues). Mild \$3,000. Last week, "Gotta Stay Happy" (U mo.), samme (Dickinson) (\$50; 35-45-65). "Confessions of Rogue" (Indie, slow \$1,000. Last week, "Revenge" (Indie, slow \$1,000. Last week, "Reply (Indie, slow \$1,000. Last week, "Reply (Indie, slow \$1,000. Last week, "Reply (Indie, slow \$1,200. Last week, "Indie, slow \$1,200. Last week, "Indie, slow \$1,200. Last week, "Lost Borizon" (Indie, slow \$1,200. Last had edge \$1,200. "Shake \$1,200. Last had edge slaten of by had weaker, but slaten \$1,200. Cast who, slow \$1,200. Last had edge slaten of by had weaker, but slaten \$1,200. Cast \$1,200. Cast who, slow \$1,200. Last had edge slaten of by had weaker, but slaten \$1,200. Cast \$1,200. Cast who, slow \$1,200. Last had edge slaten of by had weaker, but slaten \$1,200. Cast \$1,200. Last \$1,200. Cast \$1,200

#### 'Accused' Smash \$20,000. Buff.; 'Pit' Hot 11G, 2d

Buff.; Pt' Hot 116, 2d
Bufflo, Jan. 25.
Strongest new entry here currently is "The Accused," great at a contently is "The Accused," great at the contently is "The Accused, great at the contently is "The Accused," great the Lakes after two fresh in section ("Will and "Part of the Contently of the contently in the contently of the content

| Pateiase | Patein |

#### **Goldwyn-Johnston Bitterness**

Continued from page 5

of letter to Johnston and without releasing it to the press. On Golding exactly the opposite. The pressure of the pressure of

enemies of the industry in such a verbal free-for-all.

Depinet Embarrassed with a world of deeply embarrassed by the control of the control

#### 'Unable to Agree'

'Unable to Agree'
Producer, In his original statement, declared: 'I find mysel' unable to agree considentiously with many of the policies formulated by the Assa, and teel that they do not his to the producers.' He went on hint at monopoly in saying that "there must be a return to real free enterprise in our industry.' Suppose the pilled of the producers with the producers of th

meeting here by Mr. Go by Mr. Goldwyn's withdrawal. During his association with us, he has demonstrated a unique and

its and the second of the seco

Cowan Secks Membership
Hollywood, Jan. 25.
Lester Cowan, a holdout for several years, applied for membership in the Society of Independent Monitor Peters and the Section of Independent Monitor Picture Assn. He had hed out, he explained, because SIMP enant little as long as Goldwyn major producer groups at the same time.

Understood Cowan and other in-Understood Cowan and other in-dies will ask for a change in the by-laws making it impossible for a producer to belong to both asso-ciations. Cowan's application was okayed by SIMPP today (Tues.).

#### Acad Mails 11.650 Ballots For Oscar Nominations

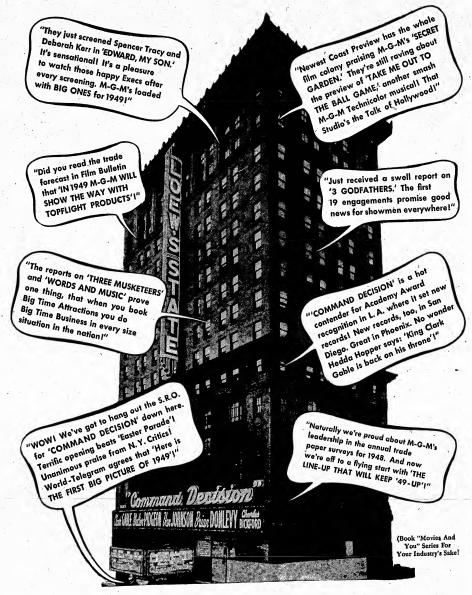
For Oscar Nominations
Total of 11,850 nomination ballots were mailed by the Molion Picture Academy of Motion Picture Academy of Motion Picture Anderson of Motion Picture Academy of Motion Picture Academy of Motion Picture Academy of the Oscar Derby, Votes must be returned by Jan. 29, and moninations will be announced Feb. 14.

#### AMY AXED

AMY AXED
Hollywood, Jan. 25.
After 17 years at Valley Studio,
George Anny, exce assistant to
Michael Curtiz since producer
formed his own unit at Warners,
was laid off.
Axing follow dissolution of Curtang follow dissolution of Curtang producer's return to
company payroli:

# THE JOINT IS JUMPING AT 1540 B'WAY!

Listen in on M-G-M's Home Office!



#### 20

#### **New Faces Get Buildup**

Nevertheless, whatever the ac-tual marquee value of some of Hol-lywood's name players, there are be no expectation that they are be no expectation that they are sance from films. Well-known names, no matter how feelbe they have proved themselves recently have proved themselves recently by exhibs. Thestremen, despite ex-perience, relain a traditional fath in names that is not shared by much of Hollywood, but have the order to get better terms for their films.

Hollywoodites are burned at exhibs because of the constant call from the field for new faces and the theatremen's refusal to cooperate in developing them. Now, the theatremen's rerusal to cooperate in developing them. Now, the studios are determined to go ahead with development of the novices, taking advantage of the urge for economy.

#### Lack of Names

Lack of Names

Lack of a sufficient number of name players at the moment, because of failure of studios to build their own stars during the lush war and postwar era, is thought to be one of the current difficulties at the bo. Independent stars failed the same skill and publicity attention that major companies are

to guide their own destines with the same skill and publicity attention that major companies are trention that major companies are suit, will find that they are being acrefully cast in a series of 1949, as a result, will find that they are being controlled the suit of t

them across as meaningful name players. Where the players were a superior with the part of the meaning was a superior with the part of the meaning was a superior with the part of the par

names and we must come through with new one.

"Although when you figure a "Mittough when you figure a "Mittough when you figure a "Mittough when you have you have you have you have you will may start a film off with a \$600,000 nut, economy seems the big reason for shifting to new talent, it's not the only in tactic is economy so much as common sense. If the public desert buy what you have, you change to so will have you change to so will have you change to so will have you will have you will have you change to so will have you w

william and wherey 20th-Nex casting director, currently in New
York, confirmed his studio's work that
up young players. "We'te sponsoring many new people," he casplained, "and are trying to bring
the every picture we make. I have been the
every picture we make. I have been the
every picture we make. I have been the
every picture we make. I have been the
every picture we make. I have been the
every picture we make. I have been the
every picture we make. I have been the
every picture we make. I have been the
every picture we make. I have been
been the picture we make. I have been
been the picture we make. I have been
been the picture we make in the
every picture we make. I have been
been the picture we make in the
every picture we make. I have been
been the picture we make in the
been the picture we make in the
every picture we make. I have been
been the picture we make in the

#### Careers Nipped Early

#### Par Video

Par Video

aging director. Robert Weitman, a check showed that at least 1,000 more people paid their way into the house from 11 am. to noon actual oath-talking was televised, than came in the previous day. Weitman pointed out that Wednesder is beddingard to the control of the

#### Metro Mulls 4th Pic.

#### For Foreign Schedule

For Foreign Chemile

Hollywood, An. 25.
Metro is eyeing pic-making situation in France with view toward making an original, "Pairs," there is the control of the control of

#### S. Africa Trek

on the reason for the "inadvisa-bility," but it is believed there are

#### e explanations. Change in Govt.

Change in Govt.

One is that there may be a change in the South African spon enter the control of the change in the south African spon point in sending a delegation to negotiate with officials who may be that Joseph Seidelman, Universal foreign manager, who is already on the scene, or U. S. Embassy exces, have learned bassy exces, have learned in the regulations. American companies were parameters of the control of the con

there is no possibility of working any change in the regulations.

American companies were particularly anxious to establish their characteristic of the control of the con

20th Pacts Schlesinger
Cape Town, Jan. 14.
Deal has now been signed by
20th-Fox, on behalf of its own
product and RKO, for Schlesinger
organization to handle representation and distribution in all centers

tion and distribution in all centers where at present not represented. This virtually means that after many years of independent handling, 20th, like Metro and other companies, finds Schlesinger distribution with number of houses owned and exhibitors tied up, most effective.

#### \$53,000,000 Net

Continued from page 5 a

Continued from page 3 seals to the continued to the continued from the continued a red-link total of \$1.709,807. Weighting the entire Industry Weighting the entire Industry RKO in preparation for its spittup into two separate companies. It is understood that RKO will show less than \$2.500,000 net for the less than \$2.500,000 net for the pany anticipated losses to the extent of \$3.500,128 to bring its over-all nine-month statement to a loss RKO's district whing was \$4.000.

RKO's distrib wlng was \$4,000.

of \$355,028.

RKO's distrib wing was \$4,000,000 behind the break-even point in October. Company's theatre chala to Cether. Company's theatre chala to turn up a \$7,000,000 profit between the company of the company of

#### **Currency Reform**

Continue from Page 13
Film, who also handle most of the
Austrian product. The bulk of the
Other distributors are distributing,
in addition to their few new pictures, mainly old German production. In the American zone, Allgemeliner Filmverleth still handles a
large part of former Nazi product.

#### Four Products in Berlin

Four Froducts in Berlin
There are 4.910 theatres playing
in the whole of Germany, with a
setting capacity of 1.976.744
American zone has 1.243 theatres,
with 477.231 seating capital county
1.242 the 1.242
seatis, French zone has 391, with
42.801 seatis, and Russian zone has
1.865, with 555.214 seats.
The Berlin situation is unique
and unparalleled. It is the only
compared the product of all four
compared the product of all four

city in Germany where Germans can compare the product of all four occupying nations. Competition is free for western product, with re-strictions in the Russian sector and for Russian pictures in the western sectors, but since every Berliner can move around in Berlin, he can choose what pictures he likes to see.

choose what pictures he likes to see.

Berlin is also the only city where admission price is paid in two differential properties of the pr

#### Bagnall-Nassour

Continued from page 4 :

set terms even tougher than the set terms even tougher than the banks, and getting second-money and completion guarantees would continue as difficult as now. Anoth-er point was the lack of desire to get the Government into flins, with possible dictation of picture

with possible dictation of picture control coin-raising alternative which appears dead was to have which appears dead was to have Miss Pickford and Chaplin, both of whom are independently wealthy, each put perhaps \$1,00,000 of their own money into a production fund. This had been suggested by banking and other money sources, should be asked to invest if the owners themselves wouldn't risk coin.

owner memseves wouldn't ras.
Although directors and management knew there was virtually no chance of Miss Pickford and Chaplin sceeping this ball, it was meritempt to cover every possibility. Actually, there has been no concrete indication that the owners crete indication that the owners with the control of the suggestions. They were all taken under advisement.

#### Schemes Informally Talked

They were all taken under advisement.

Schemes Informally Talked Tales were informally discussed fales were informally discussed the session with the stockhold to the session with the stockhold the session with the

#### Darnell, Andy Russell Charge Agent With Fraud

Wednesday, January 26, 1949

Los Angeles, Jan. 25,
Andy Russell and Linda Darnell filed charges of fraud in superlor court against Cy Tanner,
Hollywood tax counsellor and ac-

Hollywood tax counsellor and ac-tor's agent.

Complaints declare he nicked Russell for \$12,000 and Miss Dar-nell for \$7,250 through income tax manipulations.

#### Paley

that much of a market for films—and can pay for them—it will clearly leave plenty of place for the studios. As a matter of fact of course, Hollywood's future will

clearly, leave plenty of place for the studios. As a matter of fact, would be assured.

On the other hand, the Paley estimate Is likewise a reason for perplexity because studio toppers of the control of the production end of viring between theatres and TV for find merely as a competitive opportunity for the studies which the production of the production and of viring between theatres and TV for find merely as a competitive opportunity for the studies which the production town and wans our product," Split says, "then exhibitors will have to bid against the broadcasters for it. If the things were the production of the production of the production of the studies with the production town and wans our product," Split says, "then exhibitors will have to bid against the broadcasters for it. If the they are to theatres, the plain co-nomic facts are that television is going to get them. Whether we like it or not, the studies will be written the production of the plain co-nomic facts are that television is going to get them. Whether we like it or not, the studies will be written the production of the pr

Royal, Sid Strotz and other top-radio-video figures are here mak-ing an almost constant pitch for personalities for video. What the studios are pondering is shall they turn these requests away and per-for the future, of play ball with the video people and risk strong exhib reaction? which reaction? and that is that IV is the current Hollywood boggy. A visitor here from New York can hardly move in top exec circles without get-rorn New York can hardly move in top exec circles without get-everybody is home on Tuesda-nights watching Milton Berlei\* Answer, of course, is that a lot of hout whether that will go on or fade, and what it is effect may be on films, is anyone's surmise.

#### **Coast Meet**

Continued from page 3

Continued from page 3

days and dill. Holder to boom a

with production chiefs. Joseph M.
Schenck, 20th-Fox production except

Schenck, 20th-Fox production exce.

returns to his desk today after
meetings in New York. It's believed his arrival is timed to coincide with that of Johnston.

All-industry sessions were contilled to the coincide with the coincide with that of Johnston.

All-industry sessions were contilled to the coincide with the coincide

THE NATION WILL ROAR FROM **SHORE TO SHORE!** 



Trade Shown for Exhibitors! Previewed for the Public! EVERY SCREENING CERTIFIES THAT THE ROMANCIN' RIOT OF 1949 IS YOURS FROM WARNER BROS.



RONALD REAGAN JACK CARSON EDWARD ARNOLD WAYNE VIRGINIA MORRIS FIELD MANGE PATRICIA NEAL PRODUCTION OF JERRY WALD

#### Film Reviews

Henry the Rainmaker things tough for Walburn when he can't turn of the flood. There is no key ending that neatly ties the events together in exper comment of the flood. The control was the forthright clitten while Walter Catlett matches the mayor who's not too chieck the mayor who's not too chieck while Walter Catlett matches and the mayor who's not too chieck while Walter Catlett matches and the mayor who's not too chieck while Walter Catlett matches and the mayor who's not too chieck while Walter Catlett matches and the complex manager of the complex manager from it, seems the complex manager from it, seems

22

(FRENCH)
Leo Cohen release of Edmond T. Gre-
Amhassador, N. Y., starting Jan. 21, 49.
DiegoJean Cheyrier

(In French: English Titles)
Edmond T. Greville has a sock
film in "Woman of Evil." Film is
in much the same tempo as his
earlier success, "Passionelle," and
looks like it will land strong business at foreign-language and arty
houses.

uses. Picture introduces Helena Bossis Picture Introduces Helena Bossis as the newest sa. Iure from the Paris studios. A Justy tale of two men loving a cafe planist, picture of the parist planist produced by the product of the parist planist product of the product of th

sorial poys, have the city of the control of the charms of La Bourdon of the control of the charms of La Bourdon of the control of the charms of La Bourdon of the control of the charms of La Bourdon of the control of the charms of La Bourdon of the control of the charms of La Bourdon of the control of the charms of La Bourdon of the control of the charms of La Bourdon of the control of the charms of La Bourdon of the control of the charms of La Bourdon of the control of the charms of La Bourdon of the control of the charms of La Bourdon of the control of the charms of La Bourdon of the control of the charms of La Bourdon of the control of the charms of La Bourdon of the control of the control of the charms of La Bourdon of the control of the cont

#### (BRITISH) London, Jan. 19.

Archers (Michael Powell-Emeric Press-
burger) production. Stars David Farrar.
Kathleen Bryon, Written and directed
by Powell, Pressburger, from novel by
Nigel Balchin; camera, Christopher Chal-
lis. Freddy Francis; editor, Clifford
Turner: music, Brian Easdale, At Rialto,
London, Jan. 19, '49, Running time,
106 MINS.
Sammy Rice David Farrar
Sammy Aice, David Farrar
Susan
R. B. Waring Jack Hawkins
Colonel Holland Leslie Banks
Stuart
Corp. Taylor Cyril Gusack
Prof. Mair Milton Rosmer
Brine Walter Fitzgerald
Joe Emrys Jones Till Michael Goodliffe
Till Michael Goodliffe
ATS Corporal Rence Asherson
Col. Strang Anthony Bushell
SgtMai, Rosa Henry Caine
Gladwin Elwyn Brook-Jones
BrigadierJames Dale
Crowhurst Sam Kydd
GillianJune Elvin
Norval David Hutcheson
KnucksieSidney James
PearsonRoderick Lovell
Pearson
The same of the sa

Through the motion picture and the novel the unsung herees of the last war, the backroom hoys, are gradually coming into their own. Preschuter of annatization of the Nigel Batchin story, translated the screen with full measure of suspense. Although lacking the production tricks which are usually associated with the Archives, "The Small Back Room" is a company of the screen with the Archives, "The Small Back Room" is a second to the screen with the Archives, "The Small Back Room" is a second to the screen with the screen

Continued from page 11 =

#### My Inst Mistress

Fig. Last Mistress
(FRENCH)
Leo Cohen relesse of Sacha Guitry production. Stars: Sacha Guitry; features Generieve Guitry, Mona Goya. Directed by H. Vertiun. At Ambassador, N. Y., WINS, Jan. 21, '49, Running time, 35

Francols Bressoles Sacha Guit
Jean Laurent Aime Clariot
Old Man Duval
PainterPasqui
Doctor Leon Walth
Imitator Maurice Teyn
Guardian Georges Lamai
Catherine
Singer
Florian
Grandmother Marguerite More
Thomassin Marguerite Pier
Clotilde Jeanne . Fusier C

#### Trois Garcons, Une Fille

. (		soys, On		
	(F	RENCH		
	1.0	Pari	s. Jan.	19.
Cine-S	election 1	release of	F.A.O. p	roduc
ion. D	irected b	y Maurice	Labro.	Star
ajarria	ge. Scrip	pted by R	oger Fer	dinan
rom_hi:	s own pla	y.		
he Fat	her		.Jean M	archa
he Mo	ther		Gaby	Morla
tichel			Laja	rriag
libert	********		rancois-F	atric
ernard			aurice Fa	viere
ne Dat	aghter		. Suzy C	arrie

This is a so-so film from a successful play by Roger Ferdinand. It's a comedy-drama slightly corny, slightly funny, and slightly bo. Three sons and a daughter take it upon themselves to break up the

The Woman in the Hall "The Woman in the Hall," J. Arthur Rank production trade-shown in New York Friday (21), was reviewed in Variety from London, Nov. 12, 1947.

An unscrupulous mother, a daughter with a warped sense of honesty and a couple of completely uninteresting love stories make up film, which reviewer felt "stands little chance in U. S."

GERMAN'S
GER

Pied. Festim Meming Kostense Hollywood should look over that Hollywood should look over this Helmut Kaeutner. He has a Lubitsch touch that runs all over this picture, the first musical contribution. The tale—adventures of a modern Adam and Eve in Paradise-probably wouldn't encounter different Adam and Eve in Paradise-probably wouldn't encounter different Adam and Eve in Paradise-probably wouldn't encounter different Adam and Eve in Paradise-probably wouldn't except the event of the Eve in the Eve in E

some or its sattre is topical and statedie audiences.

The Haya office undoubtedly with statedie audiences.

The Haya office undoubtedly would take a dim view of the cellophane "heavenly" costumes of the wast transparency worn by Settina Moissi—but then, too, Hollywood wouldn't be impressed by the best of the best of

in shorts, where it is a rardialse-The episodes in Heaven give an opportunity for some excellent opportunity for some excellent of the state of the

ally excellent.

Because of the technical effects,
"Der Apfel" might make the grade
with English synchronization—but
cutting a bit wouldn't hurt it,
Sand.

Tierra Bel Fuege
(ARGENTINE-MADE)
(ARGENTINE-MADE)

EMPA release of Each, James 19,
EMPA release of Each of the rected by Marie Soffiel, from serenatory
by Uliese Petit de Murai. Stars Pedro Lothought of the Common Common Alberta
and Norma Gimenez. Rupning time, 188
MINS.

Released at the tail-end of the 1948 season, this picture has been voted the best screen story turned out by a local studio in the year, and one of the three best pix in a collection of disappointing flops. U. S. appeal is slight.

The action is east towards the

U. S. appeal is slight.

The action is cast towards the end of the past century, in the country's most southerly widdenness, when the rule of force was the only law that prevailed, Pedro Palver and the prevailed, Pedro Palver and the prevailed, Pedro Palver and Catholic Pather Paul, a Roman Catholic Pather Path

affair between that father and a the mottey crew of adventurers were as the tendence whom mohody ever sees or knows. Their 
mother stoclastly fights the knows are in the search 
mother stoclastly fights the knows 
and the search 
mother stoclastly fights the knows 
and the search 
mother stoclastly fights the knows 
and the search 
mother stoclastly fights the knows 
all sorts of stunis to put the 
father on the right path.

A good performance by Jean 
Marchat gets fire picture boasts an 
interesting comedian. Lajarise, 
who looks and has a great sense of 
the condict 
condict 
to condict 
the picture of the search 
mother stocks 
mother than 
the search 
mother stocks 
mother than 
mother 
mother than 
mother stocks 
mother 
mother than 
mother 
mother

#### Emigrantes (Immigrants) (ARGENTINE-MADE)

(SPANISH)

Buenos Aires, Jan. 19.
Guaranteed Pictures release of James Cabouli production. Written and directed coling to the coling of the co

In this production, which is entirely his own brain-child, Aldo Fabrizzi, shows up again as the great actor of "Open City," and also proves himself as a master of also proves himself as a master of as a screen-writer, because he related to work with a seririt and used his method, of making second to the control of the c

mpossible management of the composition of the comp the histoand see her cry, white the histoand see her cry, white to her, it is gem in itself.

I the action starts in Rome, in the tenement home of Don Pene (Fabriza), his wife (Ave Ninchi) in the tenement home of Don Pene (Fabriza), his wife (Ave Ninchi) the family chattels of the histoand histoand

#### The Chips Are Down

"The Chips are Down," Jean-Paul Sartre's initial venture as a creen writer, shown in N. Y. this week, was reviewed in Variety from Paris, Feb. 4, 1948, under its original French title, "Les Jeux Sont Faits."

Because of Sartre's name and that of the star, Micheline Presle, pic was labelled by VARIETE'S reviewer as "a po-tential for U. S. foreign film houses"

#### Chi Tele

the daytime audiences, will ema-

nate from Chi.
Chi lost out in radio when topname film and legit personalities developed into outstanding radio stars. That put Hollywood into

developed into outstanding radio starts. That put Hollywood into the top origination point with N. Ya close second, leaving Chi with only a few soap operas. Typeles and the second point with the second point with the second point with the second point and the s

facilities.

Of the four webs, ABC is now relying most heavily on Chi, drawing 12 shows weekly to feed its eastern and midwest webs. NBC has the only other program with its "Kukia, Fran and Ollie," now aired across-the-board over its full network.

#### Schenck Chain - Continued from page 3 =

plex holdings in well over 100 houses. Whether Schenck, along with his proposed UC partner, Michael Naify, will seek combination of the two chains is problematical.

atical.

The studio exec's plans to take over a 50% interest in UC had been stymled for many months under a commitment by him to the D. of J. to do nothing to consummate the deal pending study by the Government. Me an white, Schench has been active in clear that the consummate the study of the consummate that the consummate including paramount and 20th. Once 20th liquidates its 25%.

Ing Paramount and 20th.
Once 20th liquidates its 25%
interest in Golden State—and that
is almost certain under the antitrust rulings—Schenck will be free
to act without any inference of
intra-company dealings. Price reportedly to be paid by him for
the half sike of UC is \$6,750,000.

#### Arnail

Continued from page 3

continued from page 3
space in the Radio City area, where
Arnall prefers to be.
Also in New York are Robert J.
Rubin, SIMPP counsel, and Marvin Faria, exce accretary, in prepter week in SIMPP's suit against
Detroit buyin-booking combines.
Wait Disney, one of the leading
SIMPP members, is also in New
York and will be a deposition.
Former General souvernow was in

troit next week for a deposition.
Former Georgia governor was in
Washington last week for the Presidential Inaugural ecremonies. He
took up no SIMPP business there
so far as is known, preferring to
wait a few weeks until Dean
Acheson, new Secretary of State,
has his setup in order.

#### Benny's TV = Continued from page 1 =

vaudeo and concert talent not necessarily aligned with CBS.

vauce and concert turen, necessarily allows a more sensitive and the sensitive and t



BIRECTED BY LEWIS R. FOSTER SCREENPLAY BY LEWIS R. FOSTER

NEW YORK
George J. Fisher upped by
Metro 6 salesman working out of
Dallas. Fisher stepped up from
booker. Jack J. Jorgens joined
company as student salesman in
Minneapolis.

Ernest Zuretti, manager of Lexington, Lexington, reentered the Army as a Lieutenant and goes to Japan on extended active duty. His uncle, Bill Viano, owner of Lexington, picked his brother, Fred Viano, for vacated spot.

A permit for a new drive-in has.

Fred Viano, for vacated spot.

A permit for a new drive-in has been granted to Joseph Stanzler, Providence schibitor, who will erect an attractive 470-car conner in North Atteboro. Mass., at Washington street, and Caleady addred for an early spring opening.

E. Harold Stoneman, head of Interstate Theatres, and wife, are spending ten days on West Indies cruise.

spending ten days on west indices to cruste. Sisson, of Boaton, took over the Lyric, Fitchburg, on long-term lease and will operate as soon as remodeling is completed. Classica as manager of Boston office, effective Jan. 17, replacing Nat Beier who has been given another territory. The property of the

#### MINNEAPOLIS

MININEAR VAID
Jerry Gruenberg, of Eagle Lion,
here on NBC national network
radio program, "Where There's
Life," featuring his brother, Harold, who made remarkable recovery from infantile paralysis.
"Birth of a Nation" revived at
Hamiline university campus theatre.

Hamiline university campus the-aire. "Ity" Chapman, Columbia branch manager, back at his desk after long sick leave of absence. Investa South Dakota salesman, out of hos-pital following recovery from ma-lor operation. "So Dear to My Heart" given meak preview at RKO-Pan. Booth operators in independent Booth operators in independent neighborhood houses will receive

#### Always -

THE SHOWMAN'S FRIEND in Los Angeles

500 Modern Rooms with bath and radio "Foremost on the Coast"

## **ALEXANDRIA HOTEL**

Fifth at Spring • Los Angeles FRANK WALKER, General Menager Formerly at Olmsted, Cleveland, O.





**HELLO JOE:** 

I see where Jan August laughs off the conception of his piano magic as shown in last week's 'Variety.' I still insist the guy's phenomenal.

Clips from Film Row

Rowley Circuit, have fit oil on a will be a support of the state of the sta substantial scale boost in new contract now being drawn up.

Elemine Berger, independent circlement being drawn up.

Geneine Berger, independent circlement being drawn up.

Geneine Berger, independent circlement being bein

#### INDIANAPOLIS

INDIANAPOLIS

Since no Fr Wayne finn house plays foreign films, the Unitarian Society of Fort Wayne is sponsing three outstanding foreign-made pitz outstanding starting vesterday (Thesday).

Associated Theatra Owners of Indiana board set June 21-23 as an expected of the pitz outstanding foreign foreig

#### CINCINNATI

CINCINNATI
Bill Onie, who recently sold his
share of the Monogram franchise
here to stay on in Cincy as an
indict of the Monogram franchise
was honored
monday (24), in clubrooms at Netherland Plaza. Testimonial is in recomittion of his lengthy service as
an officer and for his activity in
the tent's social welfare work.

DALLAS
L. L. Barrow respensed the Eutew
at Eustace; he's a former projectionist at a Dallas nabe.
Children and the Commer projectionist at a Dallas nabe.
Description of the Commerce of the Commerce
Clyde, Young goes to Cleburge.
Clyde, Young goes to Clyde,
and manager. J. B. Ahea, of Norman,
Lubbock, latter going on leave of
absence because ill.
Exal Hobites, given \$250.00
additional donation to the Texas
Research Foundation, which he
Research Foundation.

Research Foundation was established
or agricultural and soil experi-

E. H. Rowley, C. V. Jones and M. Rice, all of the Robb &

ager, in hospital for major operation.

Glem Straley, once with RKO,
new United Artists salesman,
new United Artists alesman,
with the Artists alesman,
light of the West of the Artists alesman,
light of the West of the Artists alesman,
light of the West of ST. LOUIS

Bob Weigel, formerly on San
Francisco sales staff for RKO, now
the sales rep of Lippert Pictures
in St. Louis, Kansas City territory.
In St. Louis, Kansas City territory.
St. Cowners of 10 etricents in St.
Cowners of 10 etricents in St.
Cowners of 10 etricents in St.
Cowners of 10 etricents in St.
Cowners of 10 etricents in St.
Approximation of the St.
Appro was fox Midwest Amus. Co. unit.
Shubert, midtown indie theatre,
discontinued weekday matinees. St.
Louis and Missouri, operated by
Fanchon & Marco discontinued
earlybird shows several months

earlybird shows several months about the Finn Council of Greater St. Louis in co-po with Fanchon & Marco Service Corp., and St. Louis Amus. Co., staged Xmas party for EAST Missouri Hat week. Sheldom Lending, Kirkwood, Kirkwood, Troy, IIII, Civit Euprovement Assa, to operate a new house there about 170y, IIII, Civit Euprovement Assa, to operate a new house there about 170y, IIII, Civit Euprovement Assa, to operate a new house there about 170y, IIII, Civit Euprovement Assa, to operate a new house there about 170y, IIII, Civit Euprovement Assa, to operate of several Southern IIIII, Grant Council Civit Euprovement IIII, Civit Euprovement III, Civit Euprovement IIII, Civit E

Admish scale at St. Louis film houses will be reduced from 2c to 3c by virtue of 5% amusement tax repeal that has been in effect since lest January.

repeal last Ja

se by writte of 5% anusement tax repeal that has been in effect since last January. 200 sged people from the second secon

#### CHARLOTTE

Annual convention of Theatre Owners Assn. of North Carolina and South Carolina will be held here Jan. 30-31, Feb. 1.

#### CHICAGO

#### LOS ANGELES

LUS ANGELES
E. P. Cooper bought Ritz, 520stater, Long Beach. New owner 1son of late. A. G. Cooper, eastern
Sherrill Corwin took 10-year
lease on Forum theatre, recently
sold by Warners- to syndicate of
Los Angeles real estate operators.
Idea is to establish Forum as a
hatrum if sultable pix are availastatrum if sultable pix are availa-

Regina theatre, on Wilshire boulevard, will be renamed the Fine Arts and operated by Fox West Coast as a small class house with \$2.40 top. First film is "Red Shoes."

Shoes."

Bay theatre, new 1,100-seater, opens in the Pacific Palisades Feb. 1, with J. D. Chaffin managing for William Fulton.

Al Marten shifted from Fox West Coast to take over the Woods theatre, Chino, Cal. House is the first of four to be built in that territory under the same manage-

#### **PITTSBURGH**

PITTSBURGH
Ruth Aaronson, formerly with
Metro, Joined EL office staff, replaces Alice Murawski, who quit
to get married.
In the staff restard Brownsville, closed it for
six months for remodeling.
Wharty Shearn, who satared with
Marty Shearn, who satared
Marty Shearn, who satared
manager of circuit's Fairmont, W
Ya., theatre, Replaces Arthur
Ya., the Arthur
Y

in latter company's Cleveland exchange.

Don Trepicone has acquired the leights, operated until recently by Bert Stearn, head of Co-Op book.

Mike Manos, head of theatre circuit which hears his name, appointed a director of AMPTO of Western Pennsylvania in advance of organizations 28th annual convention at William Penn hotel, Feb. 21-22.

#### DETROIT

Harry Haves named co-manager

Harty Bell ROUI

Brown and co-manager of the Capitol.

Affred Hamila and Thomas Andrew and the Capitol.

Bell Comment of the Capitol and the Capitol a

#### SAN FRANCISCO

Robert Broadcast is new assistant to North Coast Orpheum Theatre manager, Al Dunn.
Eddle Deal made relief manager for all North Coast Market Street

#### MILWAUKEE

In a cash purchase, Orto Theatres Corp. acquired the 2,260-seat Oriental and 1,560-seat. Tower here. Both are deluxe first-run nabe houses. Theatres will be managed by the St. Cloud Amus. Corp.

CHICAGO
Fight to prevent Chicago residential district drive-in reached Mayor Kennelly's office, Ower additional books. Theatres will be managed by the St. Cloud Amus. Corp.

DENVER

Ansal Winston replaces Lou Mayer as Chelago Richel St. Cloud Amus. Corp.

Ansal Winston replaces Lou Mayer as Chelago Rico Heater Rocky Mountain Independent The district manager, moving here alternative, south side cored Back lead house, returns to wade show policy Feb. 11, and the state of the state of

#### WASHINGTON

WASHING ION
The Sidney Lust chain of neighborhood houses is reported negotiating to lease its old Arcade theatre in Hyattsville, in nearby Marland, for use as a dramatic school,
House has been closed the past
two years. Previously it was operated as a film theaty.

#### GREENSBORO

GREENSBORO
Leonard Frisc of Columbia, S. C., In new manager of remodeled Ein Cheatre, here succeeds Chester R, Control Columbia, S. C., In a control Chester R, Contr

#### MONTREAL

Odeon Theatres (Canada) Ltd., opened its newest theatre in the Dominion in London, Ont., with ceremony that brought theatrical officials from all parts of eastern Canada. This 1,496-seater cost Canada. \$500,000.

**New York Theatres** 



12th WEEK! VICTORIA

DAN DAILEY . CELESTE HOLM CHICKEN EVERY SUNDAY

On Variety Stage—TONY MARTIN BEATRICE KRAFT DEAN MURPHY On Ice Stage—"MASQUERADE" ABNOLD SHODA JOAN HYLDOFT

ROXY 7th Ave. 4

RADIO CITY MUSIC HALL Jeanne CRAIN - Linds DARHELL "A LETTER TO THREE WIVES"





FANCHON & MARCO THEATRES

"A great picture - boxoffice success!"

THE SET OF THE REAL PLEASE. A GREAT PLOTTING HAS ALL. AFRITAUTES OF BOX, OFFICE SUCCESS. I LOOK FOR

JAMES GRAINSER SALIF. REPUBLIG FICTURES RORTH HOLLYWOOD CALIF.

HARRY ARTHUR. JR.

THEO TO IT'S DOING VERY BIG BUSINESS.

SALT LAKE LYRIC MIDWEST

OKLAHOMA

Turn-away business!

Long lines! Crowds! Smash business!

Sensational

SAENGER

STANLEY

ORLEANS

PHILADELPHIA

HOUSTON

House record!

Hold-over!

3rd week-Top pace! Move over KIRBY METROPOLITAN NEW YORK MAYFAIR

3 year record!

Best money

#### **Variety Club**

**PICTURES** 

Over 400 attended the Astor meeting and luncheon that fol-lowed. Fred Schwartz, retiring prez, introduced Cohen.

prez, introduced Cohen.

New Variety Club will be opened
immediately to all branches of the
amusement industry including
stage, screen, music, radio and
television. MPA officials believe un ultimate membership of 2,500 will
be reached, making it the largest
Variety club in the world.

Scott Lett Charlotte Chief Greensboro, N. C.
Scott Lett elected chief barker
of Charlotte Variety Club. Gene
Dyer was named first asistant barker; J. E. Holston, second assistant
barker; Ralph Iannuzzi, property
master; and Earl Mulwee, dough-

#### Variety Clubs to Spend \$3,000,000

Variety Clubs to Spend \$3,000,000 |
Variety Clubs Internal will spend nore than \$3,000,000 in charitable work this allow the charitable work the lam McCraw O Dallas, exceed will be considered to the clubs, announced here. He was the chief speaker et at charitable work in 1948, Latest a Variety Club of Detroil meeting, before the clubs and the consideration of the consideration of the clubs and the consideration of the conside

barker and other officers. It is like-ly that Cohen, who also plunked country tour in connection with for the change, will be tagged as "Bad Boy," Paul Short he first barker. Monogram is releasing.

Fred Nahas Hewston Barker
Fred Nahas elected chief barker
of elouston Tent 34, never mit decreament of the third of the

Memphis Re-elects Williamson Memphis. Ed Williamson reelected chief barker of Memphis Tent No. 20 of Variety Clubs. Remaining slate Includes Buster Hammond, first assistant chief barker; Bailey Prichard, property master, and Herman Chrisman, doughguy.

200 building pledge; \$2,500 to Metropolitan Folice Boys Club; \$1,000 to Home for Incurables; \$1,000 to Merrick Boys Camp to complete payment on a Variety Cabin; and \$1,000 to Boys Club of Washington.

Conn. Tent Installs

New Hyen.
New slate of officers for Tent 31,
Variety Club of Connecticut, comprises Lou Brown, chief barker;
George H. Wilkinson, Ir., first assistant barker; Ben Simon, second
assistant barker; Ben Simon, second
coughguy.

Jan L. Bacrott Amed new-bulled barker of the Amed new-bulled his of the Amed new and Grand. Others named include Ralph I. Shifter, first assistant saistant barker. Arthur Robinson, property master, and Milton Staub, doughguy. Tom Canavan Heads St. Loo Ten

St. Louis.
Tom Canavan, midwest representative for Altee, elected chief barker of Tent No. 4 of Variety. Clubs here. He succeeds Tom James, owner of three indie houses. Other officers elected are Lester Grand, first assistant barker; Sam Levin, second assistant barker, Edward Fitzmaurice Froperty Master.

#### Pine-Thomas

Continued from page 7 : "looks to gross \$2,000,000 domes-tically." P&T said. Team, there-fore, plunked for the three-quar-ters of a million bracket on a per-manent basis. Both "El Paso" and "Manhandied," first two films un-der their new deal with Par, fit into that negative-cost groove.

"Power Dive" Cost 386,000

"Power Dive" Cost 386,000
Explaining further their exit from the B field, both Pine and Thomas citled book and chapter. Their first film, made eight years ago, was "Power Dive," which cost hit \$200,000 because of the rising sot of production. Meanwhile, the margin of profit was being squeezed closer because "there is a ciling on what distribution can give you on the average B film."

give you on the average B film."
In this respect, P&T note that
their average film leveled off at
\$450,000 workwide take and \$350,000
domestically. Rentals, they
said, are up a bit, but not in proportion to the production-nut boost.
One saving feature, they noted,
was that at least one film yearly
was that at least one film yearly
exploitability." and went considerably over the normal ceiling in
revenues.

wwith ple set for as "Loves of Carmen." It would be set for as "Loves of Carmen." It will play the Greater Union loop on contract with Columbia.

"An added reason for their switch was the personal factor." "How films, adding that silks Hayworth pks. Catholic spokesmen ship was only concerned in actual was the personal factor." "How films, adding that sliks Hayworth was the personal factor." "How films, adding that sliks Hayworth and knocking our brains out," with the processor of the contract of the personal factor. Thomas said. "These B's are just was do not favor banning Hays as hard to make as A's particular-wise do not favor banning Hays added that "Prict of accomplishment" also needled the shift as well as the need "to maintain enthusiasm."

Banks Laud

Contract with Columbia.

"Worth Diversor of Carmen." It work the Contract of Carmen." It work the Carmen is a support to the contract with Columbia.

"Worth Diversor of Carmen." It work the Carmen is a support to the Carmen in the Carmen in the Carmen in the Carmen is a support to the Carmen in t

The two Paramounters stay in New York for the balance of the current week before heading Coast-

investigation.
Otherwise, answer interposes a general denial to the pending action, which demands an injunction to restrain the defendants from an alleged combination aimed at blacklisting screen scripters. SWG suit, brought last year, does not seek money damages.

Disney's 'Heart' Ballyhoo Walt Disney arrived in New York yesterday (Tuesday) for press and radio interviews in connection with opening of his "50 Dear to My Heart" at the Palace. He expects to be in Manhattan the rest of the

week.
Cartoon exec came in from Cincinnati and Indianapolis, where he
had attended preems of the pic with
a quartet of his players. They are
Beulah Bondi, Bobby Driscoll,
Luana Patten and Clarence Nash.
They returned to the Coast from
Cincy.

Laurence Olivier Denham Studios Cyril Crowhurst Western Electric

#### PINKY' MESSAGE PIC. ZANUCK'S '49 FILM

ARNUUA 3 49 film
Darryl Zanuck's personal preduction for 1949 will be "Pinky,"
a film with a message, depicting
social conditions in the south, Pieture is stated for a spring start,
with John Ford as director. Ford's
deal calls for one picture and will
not conflict with his activities as
not conflict with his activities as
gosy Productions.
"Pinky" is based on a

"Pinky" is based on a story by Dudley Nichols. Valentine Davies is doing the screenplay.

#### No Aussie Rita Pix Nix. The Resentment Strong

Few if any Aussie exhibs will nix playing of Rifa Hayworth pix, may be a support of the pix of the support of the pix of the support of the pix of the support of the suppo

Like mad and causing serious chaoi that would be bound to still further weaken their financial position.

"As it is, we feel that the cutting that has taken place and the resultant injury to morale is being det in the reduced quality of proceedings of the control of the contr

Uniform Rules "Unfair"
Pine termed the laying down of uniform rules by banks on fination in the control of the

The two Paramounters stay in New York for the balance of the Current week before heading Coastward.

Majors Deny Plot

Majors Deny Plot

Continued from page 4

"proven Communista," answer declares, but did not take action on the point, which was second in a proposed three-point program of the companies to pay a fractional declares, but did not take action the proposed three-point programment of the companies to pay a fractional and the companies of the companies to pay a fractional and the companies of the companies to pay a fractional and the companies to p

#### Pathe

continued from page 7

absorbed in the form of a loss during 1948 is still a moot question.

Margin for discretion on the posiis available because EL is a comparatively, new outfit, without a
hard for situation sate as yet.

While paraticles are a set of the continued of

Reportedly, EL obtained a credit of \$750,000 for the trio of flims, with which it will reopen its Hollywood studios.



Western Electric Company

# RADIO FEARS 'BIG THREE' SHRIN

## Bing Bags Another Million

That \$13,00,000 said to be lying around in the CBS coffers spoiling to be spent is now only \$12,000,000. Bill Paley last week many spent is now only \$12,000,000. Bill Paley last week many spent is now only \$12,000,000. Bill Paley last week many spent is the property of the property of

#### Skelton Newest Star to Hitch On To 'Paley's Comet' as Web Rides High

CBS has bagged another NBC comic—Red Skelton—for next fail. Standar light 18:30 period. Procter & Gamble, which sponsors Skelton Friday night at 2:30 on NBC, will continue to bancori the show under the continue to bancori the show while. It's reported international Silver is all set to move "Ozzie and Harriet" back to CBS from NBC, recapturing the Sunday 5:30 september 18:30 september 18:30

back.
CBS announcement Monday
(24) came on the heels of the
web's acquisition of Bing Crosby,
although in the case of Skelton it's
strictly a moving of program to
another network sans capital gains
or other Intricate financial deals.
Same for Ozzle and Harriet.
Thus the Balay

and Edgar Bergen.

Pitcher Goes to the Well
Shortly after bagging Bing
Crosby as the third bigtime personality to fatten the web's Hooper
batting average. Paley called for
time-out last week. From Prudential Insurance Co. he borrowed
\$5,000,000 at 34,% annual interest for 18 years.

\$5,000,000 at 3½% annual interest for 15 years.

CBS said the purpose was to insure continuation of strong cash reserves in view of expenditures for development of TV operations.

#### CBS Seeks Ravve Acct. With 15-Minute 'Winner

With 15-Minute Winner.

CBS late week valued up a presentation of "Winner Take All" as a 15-minute, cross-the-board program when J. Walter Thompson's Chi office indicated that its son's Chi office indicated that its limit and the second program when J. Walter Thompson's Chi office indicated that its limit and the second program when J. Walter Thompson's Children and J. Walter T

September Song

September Song
Here's how the CBS Sunday
night lineup, shapes up for
est maneuvers engineered by
board chairman William
S. Paley
G. Ozzle & Harriet.
G. Ozzle & Harriet.
G. Ozzle & Harriet.
G. Ozzle & Harriet.
G. Ozzle & Benny.
G

## **Paley Plugging Wednesday Nite All-Star Parlay**

Now that Bing Crosby is flying the Columbia colors, the Bill Paley strategy encompasses a Wednesda

strategy encompasses a Wednesday night lineup or his CSS network matched only by the Sunday Jack Benny-Ames "Andy (plus Edgar Bergen and Ozzie & Harriet next all parlay. Southing for a Cresh-Fibric & Molly-Boh Hope back bendesday sequencing. There's lots of open time kicking around on the CSS Wednesday steel and in the process of filling around on the CSS Wednesday steel and in the process of filling top drawing and of "Duffy's Tayern" and "Mr. District Attorney."

top of awaring care of 'Dutty's care of 'Butty's awaring care of 'Maring Care of 'Maring Care of 'Maring Care of 'Maring Care of Care

# **PULLING IN REINS**

By GEORGE ROSEN

By GEORGE ROSEN

A few top economists have been
at work on behalf of some segments of the industry-re-appraising the radio picture in terms of
q.t. and no official report is contemplated, but what they've come
up with is anything but heatening
Their indusing are destined to have
radio and particularly the .networks.

works.

In the opinion of these experts, the sales peak has passed for the three major industries that through the years have been the mainstays of commercial radio—food, drugs and soap. These three industries alone have been re-

Protect Radio' Stance
Same situation that cropped
Same situation that cropped
Sun Valley last September was
evidenced over the past weekend at the CBS Television
called that the affiliate members of NBC translated their
apprehensions and fears over
video's costs fand what it
radio operations into a resounding endorsement of the
status quo in AM.
got a reseep reprormance at the CBS
Clinic. The "protect radio'
stance that highlighted the
st 'Protect Radio' Stance

sponsible for about 75% of annual network billings.
It's no secret, disarties, what he was the bought up large inventories on these town their products, are now taking losses on these tawentories. Prices are compared to the second the second that the second an uncertain sales future. Some are being re-appraised in the face of an uncertain sales future, some have already gone into action, with radio taking the rap.

Strain On Pood for round.

Strain On Food Front
On the food front, for example,
Standard Brands dropped a full
hour of Sunday night network
time (Edgar Bergen and Fred Allen) to effect a saving of several
million dollars. The American
Meat Institute has cancelled out
of the Fred Warling morning pro(Continued on page \$42)

#### Benny Coattail?', **Nuts, Sez Harris**

a "brunch" tossed by NBC-BBD&O agency last Saturday (22) at 21 Club, N. Y., day after his sponsor, Club, N. Y., day after his sponsor, Rexall, clinched the show's contin-uance on NBC for another 13 weeks. Comic-bandleader's re-marks indicated that, despite his pleasure over the Hooper, upbeat pleasure over the Hooper, upbeat "Idding Benny's conttail." It still decent make sense to either spon-sor or listener' to slug it out in poposition to CBS's "Amos "a' Andy."

Harris bluntly acknowledged he Harris bluntly acknowledged he Rexail, clined the show's conting uarea on NBC for another 18 marks indicated that, despit the pleasure over the Hooper upbeat which convinces him he's no longer the pleasure over the Hooper upbeat which convinces him he's no longer that the pleasure over the Hooper upbeat which convinces him he's no longer that the pleasure over the Hooper upbeat which convinces him he's no longer that the pleasure over the Hooper upbeat which convinces him he's no longer that the pleasure over the Hooper upbeat which convinces him he's no longer that the large that the pleasure over the Hooper upbeat which convinces him he's no longer that the he's new years and the large that the large

#### FOOD, DRUGS, SOAP Trade Ponders Future of ABC In Radio in Wake of Talent Shift, Stock Unloading. Noble's Desire to Sell

NBC's New Thinking NBC's New Thinking
NBC from all indications
Interest of the Control of the Contro

## Bergen-Coca-Cola Join CBS Sunday **Lineup Next Fall**

Edgar Bergen's return to the airlance next fail will be under coa-Cola's auspiecs, with Bergen Coa-Cola's auspiecs, with Bergen Andy in the Sunday night lineup. However, Bergen is detouring capital gains, a maneuver which seutled his negotiations with the soft drink company a couple months ago.

tled his negotations with use the control of the company a couple standard with the couple of the co

#### Indie Baseball Webs **Protest Western Union** Plan to Hike Its Rates

ABC network and its future in the radio-TV pattern has been with William S. Paley-CBS in Manhattan trade fait this past week. The events of the past sew wells have only served to heighten tennel at Hadio Clty headquarters, and many are asking out loud: "Wonder what'll happen to us?" No one around the network is denying that the loss of Bing Crobb to CBS is a hard blow, web from Wednesday night competition with NBC or CBS and leaves the web's brace of Sunday unight attractions, Walfer Winchell unight attractions, Walfer Winchell totally the lose MBC." on present to the properties of the control of th

for the bigtime Hooper sweepstakes.

The first was not determine the state of the "Stop the 
bits eye and bankroll on the top 
thooper draw of them all, Winchell.

WW. however, is under contract 
to ABC, which presents a complication for Paley & Co. In any 
BBC's Sunday time started opening up, the web thought it would 
be a good idea to bracket WW and 
Drew Pearson in a balf-hour segment to fight for the CBS herd, 
was reminded that Winchell is 
was reminded that Winchell is 
ABC's contractual. "baby" the 
whole thing was forgotten).

The ultimate fast of ABC will.

ABC's contractual. "haby" the whole thing was forgotten.

The ultimate fate of ABC will be the determining factor in Ww's the the determining factor in Ww's and the waste of the the determining factor in Ww's and the waste of prezy Mark Woods and contract of prezy Mark Model and the waste of th

#### Eversharp's 'Leave It' To Stay Put in NBC Slot

Although some reports had Eversharp's "Take It to Flave It in the headed for a sylichhock to CBS, believe It in the sylichhock to CBS, uight at 10 segment on NBC. A couple weeks back when Eversharp introduced its telephoral to the sylichhock in the sylichhock when the sylichhock is the sylichhock with a resultant ultimatum from the promoter that the network keep it in or it would move out.

NBC decided to let it stay.

#### Larmon's Life & Times

Larmon's Life & Times
Young & Rubines thafter have
produced a Idea flim short, for
inter-office consumption, kidding
the career of Sigurd Larmon,
agency prevy. Film was run all
Joe Moran, radio veepee and exactor, is producer, narrator, exactor, is producer, narrator, sand
played Larmon, Director is John
Smith, both of the motion pictureTV dept. Tony Zagah, bushness
Smith, both of the motion pictureTV dept. Tony Zagah, bushness
ball team in dressing room, was
played by biggles of Y&R plans
ball team in dressing room, was
played by biggles of Y&R plans
bard. Gimmick in all m is that
long a white carnation.

#### **Variety Club**

barker and other officers. It is like-ly that Cohen, who also plunked for the change, will be tagged as the first barker. Honogram is releasing.

Over 400 attended the Astor meeting and luncheon that fol-lowed. Fred Schwartz, retiring prez, introduced Cohen.

prez, introduced Cohen.

New Variety Club will be opened
immediately to all branches of the
amusement. Industry including
stage, screen, music, radio and
television. MPA officials believe an
ultimate membership of 2,500 will
be reached, making it the largest
Variety club in the world.

Scott Lett Charlotte Chief

Scott Lett Charlotte Chief Greensborro, N. C. Scott Lett elected chief barker of Charlotte Variety Club. Gene Dyer was named first asistant bark-er; J. E. Holston, second assistant barker; Ralph Iannuzz, property master; and Earl Mulwee, dough-

Variety Clubs to Spend \$3,000,000 Detroit.

Variety Clubs International will will spend more than \$3,000,000 in charitable work this year, Col. William McCraw of Dallas, executive director of the clubs, announced here. He was the chief speaker at a Variety Club of Detroit meeting. His appearance here was one of

Western Electric Company

Fred Nahas Houston Barker Houston.
Fred Nahas elected chief barker of Country of the Control of the Country of the cers named include Al Lever, first assistant: William E. Brener, second assistant. May M. Hay, Gough-master. The local tent operated as a branch of Variety Club of Teas until I was issued a separate charter that all the Country of the

Memphis Re-elects Williamson
Memphis
Ed Williamson reelected chief
barker of Memphis Tent No. 20 of
Variety Clubs. Remaining slate
includes Buster Hammond, first
assistant chief barker; Balley
Prichard, property master, and
Herman Chrisman, doughguy.

D. C. Tent's \$15,500 to Charity
Washington.
Local Variety Tent presented
five checks totaling \$15,500 to locolor of more came \$55,000 for love
by showmen's organization here
to charitable work in 1948. Latest
beneficiaries. \$10,400 to Children's
hospital as last payment on a \$31.

200 building pledge; \$2,500 to Metropolitan Police Boys Club; \$1,000 to Home for Incurables; \$1,000 to Merrick Boys Camp to complete payment on a Variety Cabir; and \$1,000 to Boys Club of Washington.

Conn. Tent Installs

New Haven.
New slate of officers for Tent 31,
Variety Club of Connecticut, comprises Lou Brown, chief barker;
George H. Wilkinson, Jr., first assistant barker; Ben Simon, second
assistant barker; Ben Simon, second
assistant barker; Harry Rosenblatt,
Goughguy,

Barcroft Heads Columbus Tent

John L. Barry Columbus Tent John L. Barry Columbus two their barker for Tent 10.2 Columbus Variety Club. He's publicity manager for RKO Palsee and Grand. Others named include Rajbn I. Shilted. first assistant sistent barker: Arthur Robinson, property master, and Mitton Staub, doughguy.

Tom Canavan Heads St. Loo Tent St. Louis.

Tom Canavan, midwest representative for Alter, elected chief control of the County of the County of the County for the St. County for the St. County for the St. County for the St. County for the County f

#### Pine-Thomas

Continued from page 7

"Power Dive" Cost \$38,000 Explaining further their exit from the B field, both Pine and Thomas citled book and chapter. Their first film, made eight years ago, was "Power Dive," which cost had \$200,000 because of the rising sot of production. Meanwhile, the margin of profit was being squeezed closer because "there is a ceiling on what distribution can give your in the 200,000 because of the profit was being greezed closer because "there is a ceiling on what distribution can give you in the 200,000 film;" in the control of the

give you on the average B film."
In this respect, P&T note that
their average film leveled off at
4850,000 workwide take and \$350,
000 domestically. Rentlas, they
said, are up a bit, but not in proportion to the production-nut boost,
one saving feature, they noted,
was that at least one film yearly
that the jackpot because of its "hot
hot bound to be a succession of the considerorby out the promain calling in
revenues.

aby over the normal called superior to the sup

Investigation.
Otherwise, answer interposes a general denial to the pending action, which demands an injunction to restrain the defendants from an alleged combination aimed at blacklisting screen scripters. SWG suit, brought last year, does not seek money damages.

Disney's 'Heart' Ballyhoo
Walt Disney arrived in New York
yesterday (Tuesday) for press and
radio interviews in connection with
opening of his "So Dear to My
Heart" at the Palace. He expects to
be in Manhattan the rest of the
week,

be in Mannattan the rest of the week.
Cartoon exec came in from Cincinnati and Indianapolis, where he had attended preems of the pic with a quartet of his players. They are Beulah Bondi, Bobby Driscoil, Luana Patten and Clarence Nash. They returned to the Coast from Ciney.

#### PINKY' MESSAGE PIC. ZANUCK'S '49 FILM

Continued from page 1

"looks to gross \$2,000,000 domestically," P&T said, Team, three fore, plunked for the three-quarters of a million bracket on a firm, with a message, depicting terr of a million bracket on a firm, with a message, depicting the mannet basis. Both "Bl Paso" and "Manhanded," first two films per social conditions in the south. Plemanent basis, Both "Bl Paso" and with a message, depicting the mannet basis. Both "Bl Paso" and with a message, depicting the shad of a south per social conditions in the south. Plemanent basis, Both "Bl Paso" and with a message, depicting the shad of a south per social conditions in the south. Plemanent basis, Both "Bl Paso" and with a first a shad of a south per south per

"Pinky" Is based on a story by Dudley Nichols. Valentine Davies is doing the screenplay.

#### No Aussie Rita Pix Nix. The Resentment Strong

well as the need 'to manuan enthusiasm."

Dinform Rules "Unfair"

Din termed the laying down of mice termed the laying the like manual to state the laying the like manual to state the laying the laying the like and causing serious chaos that would be bound to still further weak the financial position. "As it is, we feel that the cutting with the laying the layin

wew York for the balance of the current week before heading Coastward.

Majors Deny Plot

"proven Communists" answer de laree, but did not take action on the point, which was seed on a proposed three-point program in the point, which was seed on a proposed three-point program in the point, which was seed on a proposed three-point program in the point, which was seed on a proposed three-point program in the companies to pay a fractional the program in the companies to pay a fractional the point, which was seed on a proposed three-point program in the companies to pay a fractional the point, which was seed on a proposed three-point program in the companies to pay a fractional three points and the companies to pay a fractional three points are provided in the program of the program in the point with the program of the prog

#### Pathe Continued from page 7

absorbed in the form of a loss during 1948 is still a moot question. Margin for discretion on the point is available because EL is a comparatively new outfit without a fixed amortization rate as yet.

hxed amortization sate as yet. While plans are being formulated for issuance of a new block of stock, company has bashrolled in February, by an advance of monies out of credits available from the First National Bank of while EL has been reducing an initial ioan of \$11,000,000 out of weekly revenue. That sum has been brought down to approximate the property of the

Reportedly, EL obtained a credit of \$750,000 for the trio of films, with which it will reopen its Hollywood studios.



Produced and Directed by . Laurence Olivier Recorded et . Denham Studios Saund Supervisor . Cyril Crowhurst Saund by . Western Electric

# RADIO FEARS 'BIG THREE' SHRIN

## Bing Bags Another Million

DRIES DASS AHOURET MILLION

Hollywood, Sn. 25.

That \$13,000,000 said to be lying around in the CBS coffers spoiling to be spent is now only \$12,000,000. Bill Place last week for the control of the con

#### Skelton Newest Star to Hitch On To 'Paley's Comet' as Web Rides High

CBS has bagged another NBC comic—Red Skeiton—for next fall, comic—Red Skeiton—for next fall, standay inglat 18:0 period, Procter & Gamble, which sponsors Skeiton Friday nights at 9:30 on NBC, will continue to bankroll the show under the standard of the show that it's reported international Silver is all set to move "Ozile and Hagriet" back to CBS from NBC, respituring the Sunday 6:30 seems back.

neck. CBS announcement Monday (24) came on the heels of the web's acquistion of Bing Crosby, although in the case of Skelton it's strictly a moving of program to another network sans capital gains or other intricate financial deals. Same for Ozzle and Harriet.

Thus the Paler access of the CBS of

Same for Ozzle and Harriet.

Thus the Paley concept that
one or two pivotal shows will intitle a wholesale switchover in tatitle a wholesale switchover in tafield of the property of the switch
for CRS. A couple of years back
the situation was just the reverse,
with Columbia losing a succession
of comedy shows to NBC, leaving
it practically stranded with Arthuthe with Larke Bennya Amor. In

With Larke Bennya Amor.

Godfrey as No. 1 personality.

With Jack Benny, Amos 'n'
Andy, Crosby and Skelton in the
bag, CBS now has time periods reserved for Fibber McGee & Molly
and Edgar Bergen.

and Edgar Bergen.
Pitcher Gese to the Well Bing
Shortly after bagging Bing
Crosby as the filtric bigtime perCrosby as the filtric bigtime pertime of the second of the filtric better
Limited the second of the filtric bigtime perLimited the second of the filtric bigtime 
State of the filtric bigtime 
Limited State 
Limited State

#### CBS Seeks Rayve Acct.

#### September Song

September Song
Here's how the CBS Sunday
night lineup shapes up for
ment of the Carlot of the Carlot
sunday sunday sunday
sunday sunday sunday
sunday sunday sunday
sunday sunday
sunday sunday
sunday sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday
sunday

## **Paley Plugging Wednesday Nite** All-Star Parlay

Now that Bing Crosby is flying the Columbia colors, the Bill Paley strategy encompasses a Wednesday

strategy encompasses a Wednesday unjet lineup or his CSS network matched only by the Sunday Jack Benny-Amos "in Andy (plus Edgar Bergen and Ozzie & Harriet next lall parlay, shooting for a Croshy-Fibher, & Molly-Boh Hope hadder, and the CSS Wednesday sequency, There's lots of open time kicking around on the CSS Wednesday sked and in the process of filling around on the CSS Wednesday sked and in the process of filling to graving and of "Duffy's Tayern" and "Mr. District Attorney."

CBS Seeks Rayve Acct.

With 15-Minute Winner

CBS last week whipped up a presentation of "Winner Take Minute" as a 15-minute, cross-the-board program when J. Watter Though as a 15-minute, cross-the-board program when J. Watter Though as a 15-minute, cross-the-board program and the second of the second program of the second with the second program and the second with the second program of the Rayve account with its Eleanor has the second program of the second with the consumption of the second program of the second program

# **PULLING IN REINS**

By GEORGE ROSEN

By GEORGE ROSEN

A few top economists have been
at work on behalf of some segments of the industry-re-appraising the radio picture in terms of
qt. and no official report is comtemplated, but what they've come
up with is anything but heatening
a vital bearing on the future of
a vital bearing on the future of
a radio and particularly the networks.

works.

In the opinion of these experts, the sales peak has passed for the three major industries that through the years have been the mainstays of commercial radio—food, drugs and soap. These three industries alone have been re-

Protect Radio Stance
Same situation that cropped
Same situation that cropped
Sun Valley last September was
evidenced over the past weekend at the CBS Television
called that the affiliate members of NBC translated their
apprehensions and fears over,
video's costs (and what it
radio operations) into a resounding endorsement of the
status quo in AM.
got a repeat performance at the CBS
Clinic. The "protect radio"
stance that highlighted the
tacks of the call of the CBS
company of the cBS
company
company of the cBS
company
company of the cBS
company
company 'Protect Radio' Stance

sponsible for about 75% of annu-al network billings.

al network billings.

It's no secret, of course, that
the three vital industries, which
bought up large inventories on
products, are now taking losses on
products, are now taking losses on
these inventories. Prices are coming down. Advertising budgets
are being re-appraised in the face
of an uncertain sales future. Some
have aiready gone into action, with
radio taking the rap.

Strain On Food Front

radio taking the rap.
Strain On Food Front
On the food front, for example,
Stnadard Brands dropped a full
hour of Sunday night network
time (Edgar Bergen and Fred Allen) to effect a saving of several
million dollars. The American
Mean manufacture of the Strain of the Strain
for the Fred Warling on specific for the Strain of the Strain (Continued on page 42)

#### Benny Coattail?', **Nuts, Sez Harris**

Phil Harris let his hair down at "brunch" tossed by NBC-BBD&O agency last Saturday (22) at 21 Club, N. Y., day after his sponsor, agency last Saturday (22) at 21. Club, N. Y., day after his sponsor, Rexail, clinched the show's continuance on NBC for another states on telegraphic reports of balling pleasure over the Hooper upbeat impleasure over the Hooper upbeat impleasur

## FOOD, DRUGS, SOAP Trade Ponders Future of ABC In Radio in Wake of Talent Shift, Stock Unloading, Noble's Desire to Sell

NBC's New Thinking NBC's New Thinking
NBC from all indications
doesn't Intend fighting AM
with AM. Network toppers are
pretty well convinced now that
tele has moved into the bigtime and will throw its Sunday night at 17 heavy artillery inday night at 17 heavy artillery instition via video rather than
radio. (They're pretty much
reconciled to the Horace Heidt
drubbing on AM as stacked up
against Benny's Hosport pring
its Sunday at 7 TV surprise.
I'll be a strictly bigtime
spread, but otherwise the web
is keeping it hush-sush.

## Bergen-Coca-Cola Join CBS Sunday

soft drink company a couple months ago.

Just where that leaves Spike the premonth of the property of the pr

to precede Benny.

Bergen did a disappearing act foliowing his appearance at the inaugural "Gala" in D. C. last Wednesday and when next heard from he was hunting and hudding Woodroff, in Atlanta. Although the Woodroff, in Atlanta. Although the Woodroff, in Atlanta. Although the Woodroff, in Atlanta. But wood the Woodroff, in Atlanta. But wood the Woodroff, in Atlanta. But would be well with the Woodroff of the

#### Indie Baseball Webs **Protest Western Union**

ABC actives and its risture in the add-PtV pattern has been the add-PtV pattern has been sharing almost equal prominence with William S. Paley-CBS in Manhattan trade talk this past week. The events of the past few weeks have only served to heighten tender of the past few weeks have only served to heighten tender only a served to heighten tender on the past was been added to the past which are the past with the past wit

Year. The FCC may soon determine the ultimate fate of the "Stop the Music" giveaway. And Paley has his eye and bankroll on the top Hooper draw of them all, Winchell. Join CBS Sunday

Lineup Next Fall

Edgar Bergen's return to the addraines west fall will be under Coca-Cola's auspices, with Bergen ioning Jack Benny and Amos however, Brasen is deturing only the Benny and Amos however, Brasen is deturing such that will be the Remains a maneuver which scutter of the Coca-Cola's auspices, with Bergen ioning Jack Benny and Amos however, Bergen is deturing and brasen in a half-hour segment of fight off the CBS herd, but when everybody concerned was reminded that Winchell is oft drink many a couple months ago. ompany a couple months ago. Ompany a couple months ago. Ompany a couple for the CBS herd, which the was reminded that Winchell is oft drink many a couple for the CBS herd, which the was reminded that Winchell is often the couple of the coup

be the determining factor in WW.\*

Itura effiliated to Noble is anxious to self the web; the revelalous to selflouding their stock, have flad an
undenable effect on the morale
around ABC Insacquarters. While
around ABC Insacquarters. While
that if he can get a good price
from someone who could get price
from someone who could get price
from someone who could get price
that if he can get a good price
from someone who could get price
from someone who could get price
that if he can get a good price
that if he can get a good

#### Eversharp's 'Leave It' To Stay Put in NBC Slot

Although some reports had Eversharp's "Take It to Leave It" headed for a switchback to CBS, behavior to the switch of the switch

#### Larmon's Life & Times

Larmon's Life & Times
Young & Rubiens statters ha v e
produced a Ism film short, for
inter-office consumption, kidding
the career of Sigurd Larmon,
and played Larmon, and one of the conday Friday (2) Him, was run, allday Friday (2) Him, was run, allday Friday (2)
Joe Moran, radio veepee and exactor, is producer, narrator, and
played Larmon. Director is John
short bearing the control of the conmanager of the radio department,
rotes. One scene, showing basicatrotes. One scene, showing basicatball team in dressing room, was
played by biggies of Y&R plans
Larmon is Shown throughout wearing a white carnation.

## Revamping of FCC Into Panel System May Land in Scrap Heap

Washington, Jan. 25. projected reorganization of A projected reorganization of Detroit WJBK Spreads mission, reported to have been ready for adoption a week ago,

eellaneous purposes.
Webster, whose term expires
June 30 of this yeat, is said to
have made it plain that unless the
have made it plain that unless the
setted in another term. Beports
vary as to whether Webster issued
a straight ultimatum or expressed
himself in more subtle ways. But
there is little doubt. Coy would
like to keep him on.
The banel system annease to

like to keep him on.

The panel system appears to have evoked no great enthusiasm in the Commission, and it has even been suspected that the less was not into the commission of the less was not into the open where parties concerned—and possibly the Denocratic leaders—night have someoratic leaders—night have someoratic leaders—night have someorate leaders—night have someorate leaders—and thing, the projected broadcast panel would be composed of two Republicans (Hyde and Sterling) and the absence of a member, Chalmann Coy, a Democrat, would fill in.

Coolness to the panel arises

man Coy, a Democrat, would fill in. Coolness to the panel arises from doubts as to its overall value to the Commission as a threase. If the right of appeal to the fall into the commission as threase, and the control of the control

courts.
Further, the panel system would
not relieve the full Commission of
various major functions which now
take up a large part of its time.
These involve, allocations of frequencies for the various radio services, hearings and arguments on
adoption of new rules, and general
administrative policy matters.

#### Katherine Roche's WGN Bowout After 23 Yrs.

Chicago, Jan. 25. After 23 years with WGN, Katherine Gould Roche is stepping out as station's home management com-mentator, "June Baker." Program, mentator, June Baker. Program, loaded with sponsors and toprated women's show in Chi area, is being replaced Feb. 14 by Virginia Clark using the name of "Virginia Drake," and with different format.

Drake," and with different format. Miss Roche joined WGN in 1926 to make a statistical report on program preferences. She served as day director of WGN studios and in 1933 started the June Baker program. Her future plans after retirement on Feb. 11 include spending some time on her farm in Michael

#### 20G MOD SHOW CONTRIB

20G MOD SHOW CONTRIB Chicago, Jan. 25. Morris B. Sachs Amateur Hour, oldest program of this type in the country, raised over \$20,000 for the March of Dimes last Sunday (23). Show featured talented crippled children, with top yotc-getter being awarded a Kaiser car. Ruthrauff & Ryan produced.

## Self in New Quarters

seem so have hit a sing and may not come off at all.

Plan, where we setting up plan, where we have been to handle radio and television broadcast matters, has been discussed by the Commission in executive sessions, rather than in regular meetings with staff heads. The supposed by the commission in executive sessions, rather than in regular meetings with staff heads. The supposed by the commission in executive least matters, the possible way to be supposed by the commission in executive least-and least are except we have been discussed by the commission the story has been discussed by the commission that the courted.

Self in New Quarters

Another step toward WiJBK ATV. Decircle was excomplished the expansion of WiJBK ATV. The control that we study the study of the start has the courted.

From various quarters in the Commission the story has been discussed by the commission of the commissio



PALMO FULLER

Palmo is the "Sue Carson" of KLZ's popular afternoon participating stanza, "Budget Brigados Sie mixes recipes and as Lon McAllister, Donald Duck' and Donald Woods. She's also a veteran on KLZ's writing staff.

## **Bob Hope's Edge** Vs. Crosley in Bid For WHAS Buy

Washington, Jan. 25.

wkob First Gl

Station Casualty

Washington, Jan. 25.

Guestions: were raised by the FCC yesteday-(20) as to qualifections of old line broadcasters to purchase Culsiville Courter-Journal and tolevision properties. The control of the purchase Courter-Journal and the control of the control of

## Indies Combine Into Public Service 'Net' Under Advertising Council Aegis

Under aegis of the Advertising Council independent stations when the council independent stations have with specially prepared top qualifies service "network." Plan was will also publicate reports on the amounced by Gordon C. Kinney, indicated the service of directors.

Sparkylug of project was Ted Sparkylug of project was Ted Cott. Inchest of office tors.

N. y. program vp. Cott gave the council board of thought an individual broadcaster's determined the formatted the council the indies' beefs that the parts of the council the indies' beefs that the parts of the council the indies' beefs that the parts of the council the indies' beefs that the parts of the council the indies' beefs that the parts of the council the indies' beefs that the parts of the council the indies' beefs that the parts of the council the indies' beefs that the parts of the council the indies' beefs that the parts of the council the indies' beefs that the parts of the council the indies' beefs that the parts of the council the indies' beefs that the parts of the council the indies' beefs that the parts of the council the indies' beefs that the parts of the council the indies' beefs that the parts of the council that the council the indies' beefs that the parts of the council that the council the indies' beefs that the parts of the council that the council

## AVCO 60-Day Waiting Period On **Station Sale Takes Another Beating**

#### N.Y. High School Teachers To Learn Facts of Radio

Students who often listen to the radio while doing their homework will soon be listening as part of their homework. The assigned dialing is expected to result from the course in "American Broadcasting and the course in "caech New York high school teachers the facts of radio.

course in "American productating control to the control teachers the facts of radio. In addition to giving instructors school teachers the facts of radio. In addition to giving instructors backgrounding in programs which can be used for in-school listening, the course of 15 classes will show the satisfact of the course of 15 classes will show the satisfact of the course of 15 classes will show the satisfact of the course of 15 classes will show the satisfact of the course of 15 classes will show the satisfact of the course of 15 classes will show the satisfact of the course of 15 classes will be held on Wednerday afternoons at 4 p.m., beginning Sessions will be held on Wednerday afternoons at 4 p.m., beginning Janes will kilot off the series. Ted Cott, WNEW weepee and chairman of the organizational sharp of the course of the cours

#### N. Y. Busses Set For FM Preem

Two, and Washington, Jan. 25.
Two, and Washington, Jan. 25.
Two, and Washington, Jan. 25.
Two wa

#### Strauss Stores Drop **Jack Eigen Sponsorship**

Jack Ligen Sponsorship
The Strass Stores are dropping
the Jack Eigen show over WINS,
N, March 24. Show, emansting
from the Copachana, N, Y, covers
a four-hour period starting at midrepresenting Strauss, assigned to
reason for cutting off the bankcolling, but is shopping around for
mother show. Strauss also dropped
the Lou Fisher disk tockey stint.
Eigen show is rated as one of
the top early morning programs,
getting a myriad of cutfo generation
from the Copa Lounge, earls is currently subbing for Eigen, who is
on a Florida vacation.

#### CONE'S CHI HONOR

Fairfax Cone, board chairman of Foots, Cone & Bedding, was elected Foots, Cone & Bedding, was elected foots, and the second of Directors.

He'll head up a year round campaign committee in overall charge of Fund drive,

Federal Communication Commission's Communication Communication Communication Communication Commission's Commission's allegate of the Commission sales, previously under attack, was given another swift kick over the weekend. The Commission was informed that the contract of the original purchaser applicant has fallen flat, with consumer and the communications Bar Assn. as "futile" as yearn which only personnel, of a station during the God-day period it must wait for competing bidders to file and for a manufaction of the contract of the commission of the comm

#### Martin Block an Int'l Disk Jockey Via 'Voice'

Disk Jockey Via Voice'
Martin Block, who next week
starts his 18th year spinning platters on WNEW, will become the
ters on WNEW, will become the
ters on WNEW, will become the
ters of WNEW, will be flow to various
Block will cut hal-hour recordings, which will be flown to various
parts of the globe. Voice dility
of reception. To English-speaking
attorns such as Britain, Ireland,
India and Australia, Block's transtriptions will be sent as is. Nonservices and other overseas listency,
prosegn language versions will be
prepared, including portions of
Block's English commentary,
Disss will feature guest and
much to listencers abroad. First
batch of foreign transcriptions is
stated for Radiofffusion Francise,
official French net.

#### 'Barn Dance' to ABC

"Barn Dance" to ABC
"The National Barn Dance,"
which has been on the air 1's years,
most of the time on NBC, will have
been supported by the supported by the
tions in the west and midwest
starting March 1916. He was the
for the past year ten either which
make the past of the supported by
half by
particular to the past of the
past year the supported by
palllips Petroleum on 68 ABC satismalLambert & Feastley is the agency.

# TV SQUEEZE HURTS MIDDLE GUYS

## **The Old Order Changes**

One of the more astonishing aspects of the current "radio fright" attending the TV upsurge is the revolutionary change in thinking, and sweeping compromises, particularly on network policy, in a bid to retain Affi sature on a sing as passible. But to retain Affi sature on a sing as passible were strictly in the "indreamed of" realm as recent as a year ago. The succession of counter-plugs and mention of rival networks on comedy shows on the byplay attending the capital gains maneuvers is but one evidence of letting down the bars. MBCs willingness to permit stars to transcribe their programs (CDS is already doing it representation of the content of the programs of CDS is already doing it represents the contention that live programing was the basic element that kept the networks flourishing; "take that away and you don't need networks."

And perhaps more disturbing than anything else—you can buy cream time on all the webs, including NBC.

i perhaps more disturbing than anything else—you can buy time on all the webs, including NBC.

## **Indie Stations Get Mike Fright As Competish. TV Talk Menace Billings**

Significant of the times is the increasing apprehension among indie station operators, particularly in tele-conscious. New York, on turne billings. The fact that January has been a below-normal month on sales is viewed with something more than the per-suitation. "this is it; from hereon in lefts prepare for the inevitable."

The Indie, poerator in the Man-

#### WNYC Five-Man Film Unit to Produce Tale Shows for N. Y. Stations

Shows for N. Y. Kla'nons. WNYC. N. Y., municipally-comed station, is presping for video operations. Ad-FM outlet has plans to establish a five-man film unit to results and the state of the city's TV stations.

Plans, which collected in the tenerature to the city's Board of Estimate. As pencilled-in, staff would include TV supervisor, cameraman, addio man, electricals and producer. The unit would operate unadion man, electrical mand producer. The unit would operate under the producer of the producer of the producer of the producer. The unit would operate under the producer of the prod

#### Bilingual Buttress

As an indication of how-some indication of row-to stave off TV inroads on listeners and biz, at least one N.Y. station is in the process of revamping its whole pro-gramming format. WLIB, the Dorothy Thack-rey-owned Manhattan station,

WLIB, the Dorothy Thack-rey-owned Manhattan station, is gradually inching itself into a fulltime foreign language and the station of the station of the that basis. Station has already launched Spaniah programs and is identifying itself more and more as a bilingual, with "there'll always be a place for the bilingual xadio station."

#### Decca's Crosby **Nixes CRC Coin**

Although Bing Crosby becomes a columbia network personality in the fail, he's taken all necessary with CBS' Bill Paley to keep the subsidiary Columbia Records completely out of the picture. For Crosby's Decea affillation is something else again — and neither Paley nor Columbia Records can Paley nor Columbia Records can provide the picture.

Paley nor Columbla Records can have any part of it. When Paley acquired Jack Ben-ny and Amos 'n' Andy, it involved payment of coin from the whole CBS stockholder setup, which takes in the recording subsidiary. However, in the Crosby acquisition, it's specified that only Columbia Broadcasting money be involved.

#### Tuners Who Span 3 Shows Must Stay for Season, Coast AFM Local Rules

UoRSI AFIR LOCAl Kulles
Henkening to sidement beefs
that they were being arbitrarily
dropped at whim of producers,
agency men or temperamental leaders, AFM Local 47 has ruled that
my sideman or contractor hired
for the first three of a series of
commercial more contractor hired
for the first three of a series of
commercial more produced to the
for the first three of a series of
commercial more produced to the
for the first three of a series
for more produced to the contract
state of the contract of the contract
of programs which continue under
postacrship through the summer.

# IN BOTH MEDIUMS

A major segment of the creative element in radio—the middle-bracket actor, writer, director and producer-is caught in the tele

The transitional period finds The transitional period finds him in a precarious financial position, contronted with the dilemma of accepting radio assignents for a fee that adds up to peanuts in contrast to the coin intake of a couple years back, or completely breaking with AM for the fling into video. If he chooses the latter, the compensation today is even less.

very even less.

The economic cuthacks in radio (which is all part of the TV fright which is all part of the TV fright to the season of the transport of the tr

right own the line. Acting salign-ments in radio arm more service. In service to "tighten up, on char-acters," programs are now tains four and five thesps, where seven before, the expedient of "dou-bling" now being a common prac-shelf writers fortified with 52-week outracts, the radio scripter has the atternative today of accepting \$75 and \$100 today (for a job that fetched him \$200 in the past) or shill the producers also encompass pay cheeks a substantial to the past of the stantial to the past of the fetched him \$200 in the past) or shill the for directors and pro-ducers also encompass pay cheeks for below the standard applicable to 1948 and 1947. With tele-costs mounting and

With tele costs mounting and the inevitability of sponsor coin being siphoned from radio for the plungs into tele, the squeeze victories of the squeeze victories sight-and-sound creators and be ready when the big payoff comes.

#### **NBC Stars Get** Tape Go-Ahead

Hollywood, Jan. 25. Further substantiating NBC's willingness to drop its taboo on winningness to duty he showed recorded shows. The state of the fall of the fal recorded shows, Charles R. Den-

commentator and ex-WHLL public affairs verpee.

In the past Siegel has been applied to the city for most TV station and the city for t

## FEEL PAY SCALE NBC Extends Its Welcome Mat To Norman Corwin, Columbia's Gem

**NBC** Dances Songwriter Kurt Maier has written a new BMI tune called "NBC Polka." It's built around the network's chimes. NBC is giving it a "world preem" via video soon.

## **U. S. Steel Nixes** Moving of 'Guild'

U. S. Steel has decided to continue to throw in its lot with ABC network on its Sunday night 60-minute airer, "Theatre Guild of the Air," with NBC thus losing out in a bid to capture the show and plug the 8:30 to 9:30 p.m. sustaining hole.

U. S. Steel board of directors met yesterday (Tues.) but report is that the directorate's mind was even made up in advance to string along with ABC, despite the fact that NBC prexy Niles Trammell himself made the presentation for

that NBC prexy Niles Tranmell thmself made the presentation for the switchover. The switchover and the switchover was the switchover and the switchover was the switchown and the switchown and

#### Local Brewer Taking Three Drama Shows on WOR.N.Y.. On 'Run of Station' Basis

On Run of Station' Basis
WOR, N. Y., has wrapped as
package of three shows for a forand-hops outfit will be represented on the airwave with that
many half-hour dramatic stanzas.
Unusual gimmick in the deal is
do n a "run of the station" basis.
Programs will be aired on week
nights sometime between 8 and
10:30 p.m., which is network optiguaranteed. Dramas will be spotded originally in an open period
and will be shuffled to another day
or another slot whenever Mutual
Programs into whenever Mutual
Programs involved are two transscribed packages from Hollywood.
"The Clsco Kid" and "The Damon
Runyon Story," latter being dramscribed packages from Hollywood.
"The Clsco Kid" and "The Damon
Runyon Story," latter being dramscribed packages from Hollywood.
"The Clsco Kid" and "The Damon
Runyon Story," latter being dramscribed packages from Hollywood.
"The Clsco Kid" and "The Damon
Runyon Story," latter being dramscribed packages from Hollywood.
"The Clsco Kid" and "The Damon
Bush and "The Damon Stribed packages from Hollywood.
"The Clsco Kid" and "The Damon
Bush and "The Damon Stribed packages from Hollywood.
"The Cut of the Stribed Package from Hollywo

York.

WOR programmers advised the brewer to take the adventure-type mellers, pointing out that this kind of show pulls a male audience with strong impact. Sponsor, who has the papers on his desk for inking, has had experience with news shows in the past.

#### CBS' 'Yours Truly

With Coca-Cola dropping the Jane Froman-Percy Faith CBS musical, the network has whiped up a new private eye show called "Yours Truly, Johnny Dolan" to store the second of the second up a new private eye show called "Yours Truly, Johnny Dolan" to store the second up a new private eye show called "Fours" to store the second up a new private eye show called "Fours" to state the second up a new private eye the sec

Norman Corvin for years Co-lumbia Broadcastings No. 3, pres-tige boy, may wind up in the Nor-columns titis season. Corvin has lust arrived east from the Coast with his wife, Katherine Locks, and the Coast of the Coast way play and to discuss his future plans in radio. Corvin's contract with CBS ex-pired at the end coast six duty plans in radio. Corvin its board chairman, Wil-liam S. Paiey, during the latter's Coast visit over the past couple of weeks. right now it's a tossup weeks. right now it's a tossup use of the contract of the coast weeks. right now it's a tossup use of the contract of the coast weeks. right now it's a tossup use of the coast with the coast of the weeks. right now it's a tossup use of the coast of the coast of the weeks. right now it's a tossup use of the coast of the coast of the weeks. Tight now it's a tossup use of the coast of the coast of the coast weeks. The coast of th

to be subsid rights and length of contract.
Corwin, it's known, has been hud-dling with Ken Dyke, NBC admin-istrative veepee in charge of pro-gramming, since his arrival east the latter part of last week. NBC, for one, would consider it a Feath-er in its cap if in could land cow with as part of its new bid for what as part of its new bid for the contract of the contract of the ence in the wake of top comic de-sertions.

#### WNBC Airs an Apology To Forrestal for Ad Lib Crack on 'Author' Show

WNBC, N. Y., last Sunday (23) aired an apology to Defense Secre-tary James Forrestal for an ad lib remark that Forrestal had a major

remark that Forrestal had a major financial interest in a cartel con-trolling I. G. Farben, the German chemical trust. According to WNBG. the re-mark was made by Ira Hirschmann, who was defending his book on "Author Mees the Critics." Shortly after the broadcast, NBC presy NHes Trammell received a call from John T. Cahill, whose-firm, Cahill, Gordon, Zachery & Reindele has represented both Forrestal and Darbey was summediately called

NBC.
Parley was immediately called with Cahill, Trammell, Martin Stone, owner of "Author," and Jim Gaines, manager of NBC owned-and-operated stations: Following the talks, WNBC decided to delay its 11 p.m. newscast to air the apology. The statement pointed out that the broadcast was ad lib and that participants express their own views.

out that the broadcast was an ino and that participants express their and that participants express their and that participants express their and that the statements are laise," the spology continued, "NBC regrets that these statements are laise," the spology outlined, statement and regrets that this sources on Information were lasteness and regrets that his sources on Information were laborated that the confab was going on during rehearals for the TV repeat of "Author." Show started at 8 p.m. with Hirschmann's seal empty, but three minutes afterwards. No reference to the charge was made on the WNBT show.

the WNBT show.
Hirschmann, who is head of
WABF, New York FM station, told
VARIETY he had nothing to add to
the NBC statement. His book is
based on his trip to inspect DP
camps in Germany in 1946, as personal emissary of UNNRA chief
Florello LaGuardia.

## On Over 100 Stations

Chicago, Jan. 25.

Chicago, Jan. 25.

Chicago, Jan. 25.

Chrough Maxwell Dane agency, is sponsoring Deems Taylor Concerts on WOR, Wee York, WPEN, Philadelphia, WNAC, Boston, CKLW, Detroit and WEEN, Buildo.

Taylor show. is now sponsored on more than 100 statons.

DR. PAUL.
With Russell Thorson, Pergy Webber, Janet Logan, Gloria Gordon,
Vic Perrin, Sam Edwards, Jean
Olivet, Bob Holton, Willard Waterman, Henry Blair
Writer: Virgina Crosby
15 Mins.; Mon-Fri., 11 a.m.

Writer: Virginia Croshy
15 Mina; Mon-Fri, 11 am.
15 Milo, from Biolywood
This Hollywood-produced soaper
appears to have the virtues and
record to the soaper
appears to have the virtues and
record to the soaper
appears to have the virtues and
record to the soaper
appears to have the soaper
appears to the soaper
appears t

the sticks.

The cast sounds like a prize crop from an elocution school. "Dr. Paul" hits par for the daytime course, but can he compete against "Young Dr. Malone?" Jose,

TIME AND HER LIFE With Pete French Producer - writer: Dorcas Ruthen burg

Director: Peter R. Disney 60 Mins.; Sun., 9 p.m. (CST)

Director: Peter R. Disney
60 Mins: Sun, 9 p.m. (CST)
Sustaining
Sustaining
Subject of this true story became trightened when her husband discovered a lump on her
band discovered a lu

surgeon who operated.

Then follows the natural question, "What happens now?" After 18 days of X-ray treatments, the patient is ready for the prognosis. Doctor told her that in dealing with cancer, time is all Important. That in the patient's case, time was her life.

her life.
Finale had the womân giving her name and address. Facts were transcribed step by step on the second particles of the

program.

Show had swell Job of direction by Peter Disney, impersonal nartation by Feter Disney, impersonal nartation by Teter Disney, impersonal nartation by Teter Disney, impersonal nartation by Teter Disney, impersonal nartation that was the control of the c sieged b ing the inations growths.

Airing was a standout public service effort of the WHAS staff.

Hold.

THE WEEK IN REVIEW
WITH THE MERCH THE MODEL TH

(Continued on page 42)

FAMILY CLOSEUF
With Betty Garde, Martin Wolfson,
Bethel Leslie; music, Bernard
Writer: Abram S. Ginness
Froducer-director: Martin Andrews
Froducer-director: Martin Andrews
Froducer-director: Martin Andrews
Froducer-director: Martin Andrews
Branly: Gloseup Br., in cooperation with the Jewish Family Servidirector probe the underlying reation with the Jewish Family Servidirector by Froducer and the Jewish
martial and parental problems. In
a well conceived Indi-hour airer,
the series boils down case histories
and individuals have trapped
themselves with their own tragic
lies and individuals have trapped
themselves with their own tragic
Sixth, installment as dramatized
sunvitting neglect of their adolese
unwitting neglect of their adolese
material the husband of worked
sights during the war while his
coin for their own business. With
mom and pop constantly away, the
girl nover knew true parental love
While scriptor Abram S. Ginnes
was shooting at a good point, his
stance were almost unbelievably
s naive.

characters in this particular instance were almost unbelievably. Solution to the family's difficulty and the standard of the s

BROW ON OTHER OUTFOOF LIFE
With Jane Jordan, Sidney Walton,
MARCHANGE OF OTHER WITHOUTH OF THE MERCHAN
WARDANGE GETHER
WITH JANE JORGEN STATES

Smoon and a neur-sauge premium is a smart commen offer.

JOHN GONELLA
15 Mins. Sun, 5 p.m.
Sustaining
The dilpped accent and the silghtly impersonal delivery of a former British Broadcasting Corp.
The dilpped accent and the silghtly impersonal delivery of a sunday afternoon program, Gonstone British Broadcasting Corp.
From this old Dutch city, in a new sunday afternoon program, Gonstone Corp.
John Corp. C



BEN LUDLOW MUSIC

PROUDLY WE HAIL
With Audrey Totter; C
Gregor; Wendell Niles
Producer: MacGregor C. P. Mac

with Andrey Tottert C. P. Mac-Gregor Wendell Niles.
Froducer: MacGregor Wendell Niles.
Froducer: MacGregor Wendell Niles.
Vol. A. MAN. J. A. B. FORCE
WOR, N. Y.
New dramatic series over WOR,
New dramatic series over WOR.
Solited at 3 p.m., it appeals to the
natinee soap opera trade, while
having the added lure of a Coast
C22 opener, series is soundly
scripted and produced, to stand on
its own as entertainment.
Its own as entertainment.
Its own as metration went of the contine of the control of the control
its own as entertainment.
Its own as metration went of the control
its own as entertainment.
Its own as the control
invalid woman whe high-pressures
a marriage for herself, then brings
the law career of her husband to
search for position and weath
Miss Totter played the scheming
and proporting case was good conSeries is transcribed. C. P. MacGregor, its producer, spoke in a
full-program recrutting commercial was dignified, short and effective.

Fron.
FOLLOW THE LEADER

FOLLOW THE LEADER With Red Ingle; announce

With Rod Inde; announcer, Lonnle Starr Producer: Fed Out Director: Jack Grorgin Director: Jack Grorgin Wheel, N. L. 1 p.am. Wheel, N. Y. 1 p.am. Wheel, N. 1 p.am. The Theorem of the Theorem

BARY TALK

BABY TALK
With Jerry Lee, Dick Perry, Medvin Winters, Bill McReynolds
win Winters, Bill McReynolds
win Winters, Bill McReynolds
15 Min, Sati, 8:45 am.
15 Min, Sati, 8:45 am.
16 Min, Sati, 8:45 am.
17 Min, Sati, 8:45 am.
18 Min, Sati, 8:45 am.
18 Min, Sati, 8:45 am.
18 Min, Sati, 8:45 am.
19 Min,

#### ······ From the Production Centres

IN NEW YORK CITY . . .

Irving Mansfield shoving off to Fiorida for some sun and rest. CBS insiders wondering what's happened to the veepee chevrons that were being readled for Harry Ackerman, the net's Coast program

that were being readled for Harry Ackerman, the net's Coast program, head....Phill Morris, via, Cecll & Presby agency, will probably make known its decision this week on whether to bankroll the Morey Amsterdam daytime show on CBS, auditioned a couple weeks back. Mack Millar in from the Coast for some exploitation on Eddle Canter and Boh Hope...Phil Harris and Alice Faye trained in to N. Y. from Washington after their "Gala" appearance without waiting around for President Truman's Insuguration ceremonies. Matter of agency huddles and rehearsals for their N, Y,-originating show last Sunday cued the hasty D. C. retreat,

and rehearsals for their N. Y.-originating show last: Sunday cued the hasty D. C. retreat.

WO'V's Anne Baldwin basking under the Florida sun... Another boy other second—born to the Al Durantes (J. Walter Thompson) at Harkness Pavillion last week. Named Jay... Cornwall Jackson in from the Country of the Property of the Pavillion last week. Named Jay... Cornwall Jackson in from the Country of the Pavillion last week. Sarrie's pot taken over the Schurler of Alexer thing and promotion. He replaces Charles Valli, who resigned last week. Harrie's pot taken over by Schuyler Chaplan, who was field promotion supervisor. . NBC-BBD&O still wondering how they got out 100 people for the Saturday morning brunch at 21 to feet Pail Harris and Alice Faye... Behand Briller, who left to Join Vanters... . Arthur Altschul has switched from the N. Y. Times newsroom to Jack Gould's department to handle tele for the Sunday section, cued to Times' expansion in video coverage.. Forty-daw WOR staffers headed by John Rudley have adopted three Forty-daw CMR staffers headed by John Rudley have adopted three producer, has taken over directorial chores on WOR's "Bill Williams Shoe"... Beer Barkins, WOR engineering exce. moderated his Producer, has taken over directorial chores on WOR's "Bill Williams Shoe"... Chester Rhodes has joined staff of Dudley, Anderson & Yutspublic relations counselors, as radiop producer and writter. He was formerly sastistant program director at WGAY, Washington, D. C. Radio Canada and the staff of Dudley, Anderson & Yutspublic relations will be a staff of Dudley, Anderson & Yutspublic relations will be a staff of Dudley, Anderson & Yutspublic relations will be a staff of Dudley, Anderson & Yutspublic relations will be a staff of Dudley, Anderson & Yutspublic relations will be a staff of Dudley, Anderson & Yutspublic relations will be a staff of Dudley, Anderson & Yutspublic relations will be a staff of Dudley, Anderson & Yutspublic relations will be a staff of Dudley, Anderson & Yutspublic relations will be a staf

merly assistant program director at WGAY, Washington, D. C.
Radio commentator Linton Wells and his wife, aviatrix Pay Gillis to
San Juan and St. Thomas for vacation.... Concert planist Earl Wild,
featured solioit on ABCs. "Plano Playhouse" and "Coffee Concert,"
will give a keyboard recital at Carnegie Hall Jan. 29. ... John Stanley
added to cast of "Packstage wife"... Henry Morgan on the NBC Sanadded to cast of "Packstage wife"... Henry Morgan on the NBC SanBeb. 14, gets a big video buildup via W3Z-TV satrling Feb. 10. Shell
be featured on "Market Melodies," cross-the-board program, two houts
a day... WOR annual sales meeting set for Feb. 1, with sales, pubto outline '49 sales goals... Ted Brown. ex-WOR announcer, switching
to WNEW... Over 800 stations have been lined up to carry the newest
transcribed show packaged by the Citizens Committee for Displaced
Fersons. Titled "Arrival of the Dalayed Pigirins," program was written by Febe Lyon, produced by Ted Budse and directed by Frank
Epps. Sen Citawet is Burghold.

IN HOLLYWOOD ...

IN HOLLYWOOD.

C. E. Booper in town to make a few contacts and restore Don Lee to his subscription list. ... George Burns has his opening ready should he his subscription list. ... George Burns has his opening ready should he his subscription list. ... George Burns has his opening ready should he have been supported by the subscription of the way to NBC. I passed CBS and no one made me an offer ... . Nell McDonald, radio publicate, and hip injuries. ... Pegry Wood named public readions director of Zeder-Tablotta agency, now expanding its Coast operations director of Zeder-Tablotta agency, now expanding its Coast operations director of Zeder-Tablotta agency, now expanding its Coast operations of Law of the Law of L

#### IN CHICAGO . . .

IN CHICAGO.

Don Kelley, WBBB yublic relations director, named chairman for press-radio-video in Chi Heart Assn. campaign... Warbler Janeti James in lead on "Music From the Heart Of America" debut Feb. 3...

William Boyne new general manager of Zenith Radio Corp., N. Y...

Jack Benny's covered wagon on nation-wide tour for pollo fund, reached Lombard (Bill.) Parent-leschers assn... WMA/Q-Jim Butthut hosted Mayor Martin Kennelly Sun. (23) on "Report To the People". Nadine Martines of Biggle Levin production office recoping at Wesley hospial review-day series on blue baby operation started Mon. 20 by "In" special promotion for Radio Talent, Inc... WIND's Rey Blance and family back from Memphis vacash... Andy Christian, Charles Romina of James Martines of Blance and family back from Memphis vacash... Andy Christian, Charles Romina of James Martines of Blance and family back from Memphis vacash... Andy Christian, Charles Romina of James Andrew 1908 of William Start. William Stewenister Gover William Valentine day... Two more agencies in A. C. Nision fold: Kenyon & Echtardi and Ruthrant & Ryam... Gene Autty airs from WBBM Startificker, will become Mrs. Freidell March 19... William Start. William Brewer sparked vocational forum at McHenry county hish school... Horsee Schwerin of the research company here last week

# V VIEWERS WANT NEW NAM

#### Tele Sets Hit 1.000,000 Mark

Number of television sets in the U. S. as of Jan. 1 numbered approximately 1,000,000. Of these 982,500 were concentrated in the 30 cities which now have 25 stations on the air. Rest of them were in other cities, which expect TV in the immediate future. Metropolitan N. Y. continued far in the lead, with 410,000 sets in stalled, according to the compilation of the NBC research division. Following is the city-by-city breakdown:

Following is the city-by-cit	y breakdown:	0.00
CITY	NO. OF STATIONS	NO. OF SETS
New York	6	410,000
Philadelphia	3	102,000
Los Angeles	5	79,600
Chicago	4	52,000
Baltimore		35,600
Boston	2	35,300
Detroit	3	32,000
Washington		30,500
Cleveland	2	22,300
New Haven		17,200
St. Louis		15,500
Milwankee		14.200
Schenectady		13.800
Cincinnati		11.800
Buffalo		9.900
MinnSt. Paul		9,200
Richmond		5,700
Toledo		5.100
Atlanta		5,000
San Francisco		3,500
New Orleans		3,500
Pittsburgh		3,500
Louisville		3,000
Houston		2,500
Fort Worth		2,500
		2,200
Memphis		2,100
Seattle		1,700
Salt Lake City		1,000
Syracuse		300
Albuquerque	$\dots,\dots,$	300
		932,500
Sub-total		932,500
Other Cities-		
Providence		4,900
Dallas		3,500
Dayton		1,400
Miami		1,000
Erie		300
Indianapolis		300
Others	.,	56,100
(Potal		1 000 000

#### Kine Prints Seen as Important in TV **Even When Networks Develop Fully**

Kinescope recordings, used a mainly by the television webs until mow for networking shows to non-interconnected affiliates, will have a definite place in TV's future, even when live networking dealthes are fully developed. The filmed recordings have been found as valuable, according to web.

ties are futty developes. The simulation of the special control of t

Indicative of the emphasis put on recordings is the situation at ABC. According to transcription chief L. A. Ruddell, the web now farms out film transcriptions of 10

Byfield, Jr., East for TV

Dylleld, Jr., EdSI 107 1V
Enie Byfield, Jr., radio and
elevision exce here for the last
several years, heads to New York
list week to serve as an assistant
Norman Blackburn.
Byfield is the latest of several
Hollywoodites brought to NBCvs
tele department by Blackburn, who
of the J. Walter Thompson and
agency. Walter Thompson and

## 'Philco Playhouse' Status in Doubt: 126G Over Budget

ABC. According to transcription chief L. A. Ruddell, the web now farms out film transcriptions of 10 (Continued on page 54)

Philip Morris In

Full-Scale Bow

In addition to lis triphammered "Johnny" Ty s p ot campsign. Philip Morris is all set for a doly getting ready to take a summer history. The show is a striphed entry into television probable entry into television

## 'GETTING TIRED OF SAME FACES'

Bearing out the old maxim that Bearing out the old maxim that familiarity breeds contempt, the first qualitative study yet made on television viewer reaction to TV performers and programs has confirmed the belief that a too-familiar face, no matter how entertaining at first, may become irritating through constant viewing.

Typical of the actual comments made by set owners surveyed by the comments made by set owners surveyed by "the Continuing Study in Television Homes," new research group concentrating on depth interviews, can get tired of him, top." Other viewers raised shiniar pointed objections to such current tele stars as Wendy Barte, Dennis James the same reaction holds true from the same reaction holds true from mercials, one viewer, paned the Philip Morris "Johnny" spot with the observation that Johnny's with the observation that Johnny's other, can become "offensive."

Fact that Berle, star of NRC-

often, can become "offensive."

Fact that Berle, star of NBGoffen, can become "offensive."

Fact that Berle, star of NBGTy's "Texaco Star Theatre," has,
consistently held down the top fele
Hooperating with a figure never
leoperating with a figure never
leoperating with a figure never
cates such comments, by 'vlewers
may be few and far between. If,
the statement was volunteered by
the viewer with no planting of the
tend to consider it as at least a
straw in the wind.

"Continuing Study," now offering its services to subscribers.

"The strain of James E. Jump & Associates, Entire family is encouraged
to talk about pertinent matters upterview is reported as nearly verbatim as possible.

Surveyers with the provider of the constated that the Ed Sullyun show
t"Toast of the Town", is "intermercials." It coording to another
set owner: "The Texaco commercials rank with the best, since they
season them with a bit of humor,
that.—Ray Morgan (annoneer) is

(Continued on page 38)

#### (Continued on page 38) PROSER STEPS INTO TV: SEVERAL SHOWS SET

SEVERAL SHOWS SET

Contained Proser, operator of the
Conpachana, N. Y. nitery, has sone
into the video-packaging business
into the video-packaging business
of Navajo Indians for that series.
Proser has also lined up "Manhattan Tower," a musical with a
score by Gordon Jenkins, contname which has lit the top-selling
lists. Other shows will be done in
conjunction with Urlic Calvona, a
Collier's mag ecilier, and
of the video-packaging business
of the video-packaging business
of the video-packaging business
of the video-packaging business
been named Proser's sales rep.

DEDA \*\*\* \*\*TV\*\*
\*\*TEXT\*\* \*\*TX\*\*
\*\*TEXT\*\*
\*\*TEXT\*\*
\*\*TEXT\*\* \*\*TX\*\*
\*\*TEXT\*\*
\*\*TEXT\*\*
\*\*TEXT\*\*
\*\*TEXT\*\*
\*\*TEXT\*\*
\*\*TEXT\*\*
\*\*TEXT

## Handicap of N. Y. Latecomer Stations Seen Eased as Sets in Area Increase

How to Go Broke

riow to Go Broke.

Alazards of operating a television station today weep projected by Fort Industry prez George B. Storer in operation of his WSPD-TV. Toledo, at the CBS tele clinic last week-

end.
On the basis of eight hours the basis of eight hours of programming per day (including test pattern) for six of programming per day (including test pattern) for six days a week. Storer pags out costs such mostly fill the property of t

taxes, reserve for new equip-ment, etch.

To delegates at clinic, Storer pointed out that the budget was based on monthly operating costs with-out network program source out network program source as part of the midwest net-as part of the midwest net-as part of the midwest net-as part of the midwest net-server, is now linked to all four major webs and, since Jan. 12, networks shows. Station's bil-lings, consequently, are ex-pected to show a hefty upswing for January and during the rest of this year.

## **Camel Cancels** Fox 'Newsreel' For 'Hot' News

Camel cigarets which has been spending 88,500 a week for its 10-minute. cross-the-board nighthine MRC 'Camen Mewsreel' (video verscided to cancel out. Final clips will be seen Feb. 11, when Camel's contract with 20th-Fox runs out. which was the contract with 20th-Fox runs out. all the contract with 20th-Fox runs out. The contract with 20th-Fox

#### No Philly Outlet, Sponsor Yanks 'Mary Kay, John' Off NBC Video Roster

ween cannot produce the survey of the air after the Feb. 20.

RFD America. The farm of the work of the wild of the air via NBC. The survey of the wild of the air via NBC. The survey of the wild of the air via NBC. The survey of the wild of the air via NBC. The survey of the wild of the air via NBC. The survey of the wild of the air via NBC. The survey of the wild of the air via NBC. The survey of the wild of th

Difficulty in snaring sponsors controlling the state of the considerably eased as the number of sets in the area increases. That's the opinion of trade observations of the state of the considerably eased as the number of sets in the area increases. That's the opinion of trade observations of the state of the state of the considerably eased as the number of sets of the considerable of

#### Radio as TV's Big Brother

Radio is not dead but will continue to flourish and aid materially in the development and financing of television. That was the primary point emphasized by top CES executives to the 250-odd delegates to the web's second annual television clinic last weekend at the Waldorf-Astoria, N. Y., along with the primary point of the control of

dium and the time to get how.
Delegates, who went back to
their home stations with considerable information to help them plan
their home stations with considerable information to help them plan
collowing points these heart the
following points the search the
Collowing points the search the
1. Only a war or major economic
crisis can hait TV's growth.
2. Radio and tele can be ex-

(Continued on page 42)

Chevvy Show Moves Up For Wider Coverage

For Wider Coverage

"Chevrolet on Broadway," halfhour series of dramatic shows bankrolled by Chevy, has been moved
could be the been done
and the been moved
alor on the Monday night. 830 to the
same than the been done
and midwest. That half-hour segsegment that half-hour segment in the been done
until NBC took it over Monday
1241. Slow was previously aired
half-an-hour earlier Monday night.
With the time switch, the show
12 NBC stations.

# Giant



### in a hurry



A pair of tap-dancers run through their capers...

leaning over his script, a news analyst commits it to memory... the great mike-boom reaches out, fishing for the voice

of the singer in the bright pool of light before the cameras... and marching across the foreground with superb unconcern, a workman pushes a wheelbarrow loaded with plaster.

HERE is a portrait of a giant in a hurry... backstage in the production of a miracle, spinning magic for millions where only yesterday were thousands.

Here are the new CBS Television studios, fountainhead of the television shows which reach larger audiences more often than any others in television today.

Here is the nerve-center of the expanding CBS Television network...one station a year ago... 29 stations today... constantly reaching out to more people, more markets. And through such reaching, driving ever downward the costs of delivering audiences. (Today in New York City a full-dress, full-hour CBS-TV program delivers more people per dollar than the average full-page, standard-size newspaper ad.)

Here, the shape of tomorrow's commerce and economy is being wired for light and sound.

Here is CBS Television.

Here is where you belong.

### **CBS-TELEVISION**

-now operating in 29 markets

### British Show Biz Eyes TV Sharply; Off-Cable Stations Beat Still Unknown Factor in Trade's Future

By HAROLD MYERS

With a potential audience for a single showing equal to an eight, and the single showing equal to an eight, and the single showing equal to an eight, and the single showing serious proportions and is entertainment sphere is now assuming serious proportions and is causing concern among all sections in show business.

Although television in Britain is although the showing serious proportions and the serious proportions and the serious proportions and the serious proportions are serious proportions.

pared, nowers, and the present-day service. Londoners are sturning more and more to television as an entertainment. It has a three states are turning more and more to television as an entertainment. It has a three states are turning more and more to television as an entertainment in the hospital states are the states of the television and other stars are the television and other stars are the television and other stars are the stars and other stars are the television and other stars are the stars and other stars are the stars and other stars are the stars and other stars and other stars are the stars and other stars and other stars and other stars are the stars and other stars and other stars are the stars and other stars are the stars and other stars and other stars are the stars and other stars are the stars and other stars and other stars are the stars and other stars and other stars are the stars and other stars and other stars are the stars and other stars and other stars are the stars and other stars are the stars and other stars and other stars are the stars and other stars and other stars are the stars and other stars are the stars and other stars and other stars are the stars and other stars and other stars are the stars and other stars and other stars are the stars and other stars and other stars are the stars and other stars and other stars are the stars ar

Harry Bannister, manager of WWJ, WWJ-TY and WWJ-FM, told Michigan Press Asan. menditor the country of the face reporter, phony radio commentator and windy politicals. Television has "sounded the death knell" of all amplitude modulation radio in most discountry of the face reporter, phony radio commentator and mapplitude modulation radio in most "amplitude modulation radio in most "art to the country of the face reporter, phony radio the face that the commentator who discountry in the radio commentator who discountry in the radio commentator who characteristic with the country of the face that the face is a sufficient with the country of the face that the face is the face that the face is the face that the face is the face is the face is the face is the face in the face is the face is the face is the face is the face in the face is the

vision.

He said 130 newspapers now are either engaged in television operations or trying to get in. In six or seven years, he added, every city of over 50,000 which can be penetrated by television impulses will have a station.

### Rochester, N. Y., Lining Up TV Affiliations

Rochester, N. Y., Jan. 25. Rochester's future television sta-tion, WHTM, will have network fation, WHTM, will have network facilities available by June, according to William A. Fay, veepee of Stromberg Carlson Co. owners of the video outlet and station WHAM. Stromberg Carlson is investing Stromberg Carlson is investing mitter which will bring television to Rochester. Local telesets are now beamed for Buffalo ehannels. Network teleseats may be by radio relay links rather than coaxial cable, says Fay.

### **WOR-TV** Swinging Axe On Costs Even Before Operation Gets Rolling

importance of television in the entertainment sphere is now a second of the control of the causing concern among all sections in show business.

Although television in Britain is for the time being restricted to the control of the department of the control of the department of the control o

peal.

Trade significance of the bud-

### **Next Summer TV**

the time. Bulk of the playing time is taken up with straight drawn that taken up with straken trawnal continuous program.

Ly till now telecasts on the BBC Ly till now telecasts on the BBC Ly till now telecasts on the BBC have an hour's entertainment in the afternoon and roughly 300 that the strength of the strength

the Refining.

TV Cool to Sex 104G Deminal Chicago. Jun. 25.

Deadline for negotiations between Chi Sox and station owners for baseball TV was 4:30 p. m. to-day 'Tuesa', with video outlets cool Sox Voyante Comistory wants one-year contract, with 10-day cause allowing cancellation if video cuts into attendance. Alternative of the Communication of the Communication

### Millrose Games on TV

Millrose Games from Madison Sq. Garden, N. Y., will be televised Saturday (29) night by CBS-IV as the first of five major winter track meets to be carried by the web. Carried Sponsons all five Company of the Company

Newsreels on Inaugural RewSfeels on Inaugural
Four major television networks,
extending their pool pickup of the
President's inauguration ceremonies to a joint film transcription
service for non-interconnected afservice for non-interconnected affilm during the valuous events.
Transcriptions were furnished to
stations at cost, about \$140 per
hour, with the stations keeping the
film of the station in the station of the station
and the station in the statio

want to make of it.

Recordings were air-freighted across the country, with some stations running them Friday and some Saturday. These off-the-cable stations were thereby able to beat the newsreels, since the recordings were filmed, developed and printed in N. Y., whereas the reels were forced to fly their footage from Washington to N. Y. to get it to the labs.

### **NBC** Building Friday Night **Program Setup**

Forced sharing by the four major television networks of the east to midwest coaxial cable link has effected several changes in the broadcasters' programming structure, one of the most important of which is the new emphasis given Friday nights by NBC-TV.

nnen is the new emphasis given Friday nights by NBC-TV.

With more time on the cable Fridays that any other evening and, with attentions of the control of t

be determined.

Web now tees off the evening with the "Kulka, Fran and Ollie" slow, sponsored on the full network as an across-the-board feature by RCA-Victor in the 7 to 7-30 feature by RCA-Victor in the 7 to 7-30 feature by RCA-Victor in the 2 to 7-30 feature by RCA-Victor in the east, holds down the 7-30 for 7-30 segment. "Came Newered theater draws full network coverage from 7-30 unil 8 p.m., at which time NSC shares the cable which time NSC shares the cable with the new "Admiral Face and the new "Admir

offering, precess Frid at 2011-2020.
Web gives up the cable from 9 to 9:30 to ABC, carrying "Stop Me If 19:30 to ABC, carrying "Stop Me If You've Heard This' on the eastern network only during that half-hour half-hou

### IRNA PHILLIPS' TELE SOAPER IN MON. BOW

"These Are My Children." Irra Phillips new My Children. Tirna Phillips new My Children. When the bows Monday Show will be tele "monther" that that Miss Phillips is writing it for both audio and video audiences— she feels it's unfair to ask house-wives to stop work to watch day-time TV.

It'll be a low-budgeter, and local trade is watching hopefully, think-ing that Miss Phillips' success may start trend to bring Chi back into major importance as net produc-tion center.

Minimum sets and rehearsal time, new lighting and camera technique are planned. Characters will be typed to permit integration of commercial into story. For tele, Miss Phillips is emphatic in her dislike of fore and aft commercials.

### Video Vable

Once upon a time, in a Closcup Land, there lived a very old hag. In spite of the fact that she was only in her late twenties, she had so misspent her short, life program, that she had giveaway bags under her eyes, she stuttered in three-animute segments, and she was corpulent in the front, and empty in the head. All in all, such a sorry mess was she, that the folks of the town were beginning to close their doors on the harsh repetition of her huckstering squeal.

But just as conditions reached the metric and the conditions are such as the conditions reached the metric and the conditions reached

she, that the folks of the town were beginning to close their doors on the harsh repetition of her huckstering squeas. But just as conditions reached the pretty pass where the old hag's right hand was stealing from the left, and showing herself up to the right hand was stealing from the left, and showing herself up to the dual that the left had been considered to the left had been considered to the considered to the left had been considered to the considered had been considered to the left had been the left the goods of PM opened and out came a long succession of squeals—and wonder of wonder, they were the ech of the old had's hollow huckstering—unharmonious and tasteless—and the golden eggs began to pop forth and the left goods.

harmonisus and tasteless—and the golden eggs began to pop Forth more freely.

But the old hag was not satisfied; she cried out, "More! Larger," and she took a firmer vertiesh hold, and squeezed harder and harder, and sparks began to fly out of little goose's eyes, and the orbs took on the shape of huge, greenish-inged billboards with rounded edges, and the eggs popped forth faster, and the hag squeezed harder. Golden and the eggs popped forth faster, and the hag squeezed harder. Golden and the eggs popped forth faster, and the hag squeezed harder. Golden and he saw that small replica of the glewary bag's were under the orthleons, and the voice of the FM was strident and insistent, exactly like her own voice, and even as the golding's cathodes grew from seven inches, to 10 inches, to 12 inches, and larger and larger the golden eggs grew smaller and smaller, and some of them; now, were tinged with red, and far in the distance the old hag heard the familiar that the golden goose was a gone goose with cracked orthicons and splintered scanners.

Moral: He who soweczeth a young goose too hucksteringly hard—

Moral: He who squeezeth a young goose too hucksteringly hard will lay an eventual egg.

### Major Filmers Plan Video Pix But Under Alias, as Salve for Exhibs

CBS television will launch full

CBS television will launch full daytine programming on WCBS-Ty, its N. Y. Algashly sation, with them would like to make films for in the next two or three months. In the next two or three months. In the control of th

### ZIMMERMAN'S CHI POST

commercial into story. For teles, and the commercial into story. For teles, and the commercial into story. For teles, and the commercial into the

TV Helps Ice Show

Milvaukee, Jan. 25.

"Holiday on Ice" skuting revenue recently at the Milwaukee Auditorium was cerried in entirely on the properties of the report brought back from Holimum was cerried in entirely on the properties of the report brought back from Holimum was cerried in entirely on the properties of the report brought back from Holimum was certified video showing the report brought back from Holimum was certified with the report brought back from Holimum was certified and been definite aid in creating interest, and in selling tickets.

Ruther than looking to TV as a self-the properties of the properties of

video.

Along with their other current worries, the film execs fear TVS effect on their ho. But many of them would like to make films for the to take up the current studio lag and to get their feet wet in the medium. To placet exhibitors, however, the majors won't allow their names to appear on these and the studies of the studies of

in standard theatrical trailers.
Desire of some of the top name stars in Hollywood to get on east-ern television may also proof the majors into moving faster into the majors into moving faster into the medium. These performers are medium, these performers are being given the TV stars. In the cest and resent the companies ban on their appearance on live video shows. As a result, they're expect-ed either to force their way into shows are sensult, they're expect-ed either to force their way into or else gain permission to do live shows which can be kinescoper-recorded for transmission over eastern stations.

Milwaukee—It's a TV baby for Sprague Voiner, of WTMJ-TV pre-motion department. Seven half pound boy, first for Voiners, was named T. V. Thomas Victor.

### Canada's 'Anti-TV' Attitude Draws **Heavy Fire; Commons Fight Planned**

On the official announcement of the federal-operated Canada motorona and the federal-operated Canada motorona and the federal-operated Canada motorona and the federal federal

the whole video settly in United the whole video settly in United the control of the control of

around \$700.)

CBC's claim is that video in Canada must be "cooperative" and that the Canadian public must be profected from "monopolistic abuse by private stations," even though this delays video development. In addition to its wait-and-see attitude, the CBC has encountered turnber difficulty in the refusal of the Canadian government to pro-vide funds for video development here. CBC's announced policy is that video here must be "hasically Canadian" but this has backfired In that so many Canadians are buy-

(Continued on page 54)

### Potential Sponsors That Radio Missed Are Ready For TV, Sez WHCU's Hanna

FOr 11, 3c2 WILUL S Hanna Radio station operators worried about television's effect on their advertising billings' should start immediately to south out new Aux immediately to the control of the control o

contents of the probable of the contents of th

Brants.

Despite thace's small step.

Hanna said, WifCU should be able and KGO-TV (San Francisco), both to make a go of a tele outlet by owned-maning, plus film and network shows. He pointed out his station would have the entire facilities.

See the content of the content of

FOR NEW RIPLEY SHOW
Giving evidence that straighte
deducational shows will get as a
functional shows will get as the
proposed of the straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight of the
straight

### **Unions Try Easing** 3-Way Tangle

5-Way langle

Effort to break through a threeway jurisdictional tangle involving
stagehands on New York television
stages is currently being made by
out of hand. Parlays between the
International Brotherhood of Electrical Workers and the National
International Brotherhood of Electrical Workers and the National
Technicians have already resulted
in an agreement. Both unions have
contacted stagehands Local 1, Inc
Stage Employees, to enter the
agreement.

ATREF and and that IA present
in the stage of the stage of the stage
with IBEW prexy Dan. W. Tracty
vis selfe the entire, jurisdictional
are of the opinion that If a national
formula can be found for the two
unions, they will be able to draw
other unions into an agreement
of television crafts.

The American Assn. of Advertising Agencies is awaiting such
with the unions to work out scales
and working conditions. To date,
scales have been set up on a ruleof the policy in the size.

### FitzPatrick Leasing 52 Traveltalks for Tele

Traveltalks for Tele
Hollywood, Jan. 23,
2 Iames A. FitzPatrick is leasing 50 the Traveltalks, made from 18 to 18

Mowrey's 5-Week Vacash

Mowrey's 5-Week Vacash
Paul B Mowrey, ABC's national
television director, sailed for South
America Saturday (22) on a fiveweek vacation, his first in four
Upon his return, he's expected
to head for the Coast to take over
the fill have a heavy hand in
the fill have a heavy h

### TV's Body Beautiful'

A five-awee, 13-minute show, titled "The Body Beaultful" has been packaged by scripter Beanor been packaged by scripter Beanor counds. Airer, intended for later weening abowing, teaches heath and physique building for both counds. Airer, intended for later and physique building for both counds are considered to be the commers, with models and athletes to both severa soccasional guests. Miss Sixern, former special works as of the context of the country of the country

### Chi Schools Eye Video

Chicago, Jan. 25.

Television may soon become an integral part of the Chicago school system. Supt. Herold Hunt said that if funds are made available to the Board of Education he wants a video set installed in each of Chicago's 45 high schools.

see the state of the see that the see the see that the se

Milwaukee Turnout
Milwaukee, Jah. 25.
Half of Milwaukee's school children watched the telecast of inaugural ceremonies.

Schools here made every effort to obtain TV sets, and where un-successful, special permission was granted for teachers to take pupils to homes of parents with sets.

### KTSL's Squeeze on Plugs On Sustaining Telecasts Hollywood, Jan. 25.

Hollywood, Jan. 25.

Don Lee television station,
KTSL, has put the squeeze on free
commercial plugs being beamed
out on sustaining shows. Practice,
according to station toppers,
has gone completely overboard
through the use of commercial
films and also on local package
shows.

through the use of commercial pix in line reame of That Song's show, and the one local pictage shows. Station excess have informed the one of the program shores. Station excess have informed the work of the shows presented in conjunction with the Los Angeles Examited the diale, Rita LeRoy, Mike Stokey, Bill with the Los Angeles Examited the diale, Rita LeRoy, Mike Stokey, Bill which the station of the statio

### TV Fluffs Its Big Opportunity In **Televising of D.C. Inaugural Parade**

### COAST AFM SEEKS **UPPED VIDEO SCALE**

U11 EM TIDEU VALLE.

American Federation of Musicians recording director, Phil Fischer, has asked AFM headquarters to hike musicians' television video stations expires on in an 31, Pect originally expired on Oct. 31 but was extended to the present date.

date.
Fischer has asked that scale here meet the New York coin collection which runs \$12 per half-hour show and five dollars per hour rehearsal. Scale here is nine dollars and 20 cents for a 30-minute program with a half-hour rehearsal thrown in gretis.

### Tele Acad Presents 1st Emmy Awards

Hollywood, Jan. 25.

Academy of Television Arts and Sciences will present television's Emmy awards to top TV picture, best video program, foremost per-sonality, best all around outlet and top technical achievement at the first annual Seminar and dinner at the Hollywood Athletic Club tonight (25).

Six pictures vieing for top honors in the west coast teevee field are "Christopher Columbus," proare "Christopher Columbus," produced by Emerson Film Corp.,
"Bollywood Brevilles," produced by Tele-Peatures, "It Could Happen To You," by Vallee Video;
"Tell Tale Heart," by Telepak;
"Time Signal," by Centaur Produc"Tell Tale Heart," by Telepak;
"Time Signal," by Centaur Producmental Circumber Productions.
"Don Lee Music Hall," "Inde
"Treasures of Literature," "Pela
DeColo Show," "Armchair Detective," "Armchair Detec"Treasures of the Second Color
"The Second Color Time," "Armchair Detec"Treasures of The Second Color
"The Second Color Time," "Armchair Detec"The Second Col

C. Inaugural Parade

Television industry, given a onceand-for-all chance on President 
Truman's Inauguration last week 
and-for-all chance on President 
Truman's Inauguration last week 
periodic property of the property of the 
periodic property of 
periodic pro

seathly by decrease, some seed the boat. The announcers, too, missed the boat. Where they should have let be camera see handle the description, they came in with uninverse was a seed to be a scription, they came in with uninverse seed to be s

### Stop the Music' Set For Tele at Different Time Although With AM Format

(Continued on page 42)

Attitudigit with Anii Folinida.

"Stop the Music," highest-rated audience givesway show on radio approach of the properties of the properties, howest no the vision in the near future as a full hour presentation of ABC-TV. Show will not be earried simultaneously on AM stated for the Thurnday night! 8 to 9 slot, during which hour ABC has been at the east to midwest coaxid cable. Radio's "Music" is aired Sunday. Radio's "Music" is aired Sunday.

nature 3 augus. 18 aired Sunday nights from 8 to BC title vegree. According to 10 BC title vegree show will probably use the same talent that appears in the AM version, including emoce Bert Parks, singers Dick brown and Ksy Ar-Program will follow the same give-away format and, Barry said, the prizes should be "considerable" in size. Barry and Lou Cowan, who working out the complications involved in telephoning homes with very complex probables of the complex probable in pact, with the possibility fait in pact, with the possibility fait in pact, with the possibility fait couple of variety act might be cluded each week.

Starting date for tele hasn't stee where we have the complex of the couple of variety act might be to cluded each week.

cluded each week.

Starting date for tele hasn't been set. According to Barry, several top advertisers are interested in the project and it looks as though the show will tee off fully sponsored. What effect the give-awy gimmick will have on the ratings of competing shows and whether it will set off the same mass swing to givenway that off in radio are still most points.

### **Tele Chatter**

### New York

Rajh B. Austrian, former Foote, Cone & Bedding tele veepee, has aled up a TV consultant service...
Merrill E. Jeelding tele veepee, has aled up a TV consultant service...
Merrill E. Jeels signed year's conc. of the concept of the c

Mae Questel replacing Franklin F. Adams on the panel of "Stop Me If You've Heard This," Which present Friday (20) night on Bull of the Property of the Propert

Hollywood

KLAC-TV will telecast Gilbert
and Sullivan operas for 13 weeks
starting this week. Packager
Robert Oakley has broken the
operas into half-hour portions
which will be presented on auccessive and the start of the start of the start
(Continued on page 4)

TELEVISION REVIEWS

SCHOOL HOUSE
With Kenny Pelmar, Arnold Stant,
Maureen Cannon, Betty Ann
Myman, Tommy Dir, Count
Bowers, Wally Cox, Wendy
Drew, Mary Ann Reeve
Prod. Dir. Rabert Gordon
San Mins, Tues, 8 p. m.
DuMONT TELESETS
Wally Cox, Borney
Gus Edwards "School Days" for
many years was one of the variety
many of today's start. It was
great and entertaining wade act
that made the most of its possibility
to its best advantage, and as a result became one of the revered
turns in shewbulness. "School
Days" labeled "School House,"
started out in reverse. Show
was been start of the start of this show is the fact that the
However, the heartening feature
of this show is the fact that the
However, the heartening feature
of this show is the fact that the
However, the heartening feature
of this show is the fact that the
However, the heartening feature
of this show is the fact that the
However, the heartening feature
of this show is the fact that the
However, the heartening feature
of this show is the fact that the
However, the heartening feature
of this show is the fact that the
However, the heartening feature
of this show is the fact that the
However, the heartening feature
of this show is the fact that the
However, the heartening feature
of this show is the fact that the
However of the revered
the show of the the transport of the shool of the proceedings. On top
of that, Peter Donald, slade for
the pedagog role, withdraw, and
Edwards and the show of the
However of the the transport of the pedagog role, withdraw, and
the shooled in a hurry without proper
time to a star down of the
however and the show of the
however and the

mat. More vaude and vaudeminded direction could upon
the tele.

With Roddy McDowall, Roda
The String of the telegraph of the telegraph
With Roddy McDowall, Roda
Tallon, Tom Kennedy
Producer: Jon Slott
Director: Thor Brooks
Statishing from 1978 production
Top Jine dramatic production
Top Jine dramatic production
The Richard String from 1978 production
The tree series a video show well
work viewing. Program, also well
work viewing. Program and well
thought out Thesping, headed well
thought out Thesping, headed well
thought out Thesping, headed well
thought out Thesping, headed
The top Roda String from 1978 production
The Rod String fr

Oversight

Some eastern stations, at least those in Manhattan, are not identifying the geographic source of video programs coming from the midwest, principally Cheago. It is a mistake, because any sort of inquiry will reveal an interest by viewers in cross-country trans-

mission.

It's akin to the early days of radio and the magic of distance. Besides, such identification would also act as a disguised plea regarding any degradation of image;

### TV Film Reviews

YOUR SHOW TIME
("The Diamond Necklase")
With Arthur Shields, narrator;
John Beal, Marla Palmer, Fay
Baker, Stanley Andrews
Director; Sobey Martin,
Producens; Marshall Grant-Realm
Productions
Adapters: Stanley Rubin, Louis

Lantz
30 Mins., Fri., 9:30 p.m.
LUCKY STRIKE
WNBT, New York
(N. W. Ayer)

This is "The Diamond Neck-lace," first in the Marshall Grant-Realm Productions weekly film series being made on the Coast for American Tobacco. Not being

series being made on the Coast for American Tobacco. Not being a good picture the three-recler is and good television, effect.

The many control of the cont

was a phoney.

Cast and camera work are normal with both the number of players and production being modest. There are no names to cause a ripple. Direction is tight enough except for the narrator who keeps reappearing like a ghost to haunt everybody.

ybody. s a dull half-hour.

TRANSPORTATION UNLIMITED With Wayne Howell, Connie Evans, narrators, David Lambert Chorus Writer: Ray Mauer Producer: Campbell-Ewald Agency 30 Mins; Mon. (23), 9 p.m. (GENERAL MOTORS CBS-TV, room N. (Campbell-Ewald). (Campbell-Ewald)

Case-Tv. from N. Y. Grompele Esoual)
"Transport to Mulmitet" General Motors film produced through universal facilities for distribution in each of the 30 video markets, is solid half-lown plus for Grid autos a solid half-lown plus for Grid autos high a covering the current GM exhibit at the Waldorf-Astoria, A falls short of its purpose by restance of demantically. Film should be suffered to the control of th

contrast for maximum diarity on TV screens.

Pic opens too slowly. Intermixed with glimpses of stage and screen with glimpses of stage and screen with glimpses of stage and screen countless shots of GM exces who don't mean much to the average done displaying the stage of the st

Chicago—John W. Shaw agency has set up a tele department under direction of Robert Zelens, radio and video producer. New department will specialize in market tele testing for budgeting client programs.

### \*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Tele Follow-up Comment \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

Aribur Gedfrey's second Wednesday (19) "Yound the clock for day slight (23) maintained the high
characterifield was more to the point
than that first affair. Gedfrey for day slight (23) maintained the high
should be shadon but
the sain of the shadon
things for Jamest Davis to do
the sain of the shadon
things for Jamest Davis to do
the sain of the shadon
things for Jamest Davis to do
the sain of the shadon
the shadon
the sain of the shadon
the shad

coming on he can alide over to control the state of the productions on ABC-TV. Last the way over some of the bumps.

\*\*Cas Adams, ex-sports writer, and Dolly Stark, former big league and man direction merging into any price of the program for CBS and the state of the state of the way in any price of an insurance asleman way in the state of the must control the state of the must control the state of the st

Ed Sullivan's "Toast of the Town," to ease the shortage of available vaudeo acts, is now presenting talent from current Broadsenting talent from current Broad-way musicals in the numbers they do on the stage. New idea preemed Jan. 18 with Nanette Fabray doing a song from "Love Life," and fol-nisht on the Case ST," when the institute of the Case ST, when the formers from both "Where's Cha-fers from both "Where's Cha-ley" and "Lend An Ear," As on-of the first fresh notes injected into the standard vaudeo format, the death as good one and opens up a season of the control of the con-trol of the con-trol of the control of the con-trol of the con-tr

seen in a grow one me on the play hy a Bulwarked with these acts, plus a group of other standout performan-ers, "foast" came off exceedingly-ers, "foast" came off exceedingly-resseed to the company of the com-ton of the company of the company of the com-ton of the company of the com-ton of the company of the company of the company of the com-ton of the company of the company of the company of the com-ton of the company of the company of the company of the com-ton of the company of the company of the company of th

the studio audience on his FDR lackoff by good production, the routine from "Lend An Ear" ran amounthy, with Beb Dixon, Gioria Hamilton, Gene Nelson and Aneshow for the story of the study of the story of the story

Entertainment quality of Milton Berle's "Texaco Star Theatre," which has been subjected to a much shakler tenure during the last couple of months than evisate to the star of of their espatialists to show these Strangely enough, Berte started slowly with his opening monoigated their started slowly with his opening monoigated their started slowly with his opening monoigated their started slowly with his opening monoigated from the Latin Quarter, N. Y. ran through their acrotivists on the started slowly and production values, was a video natural, with Berte anturally coming in to try his hand started slowly and the slowly opening the slow

Tony Martin, now headlining the Roxy, N. Y., stagebill, telepreemed with top results. Once he surthe studio audience on his FDR with top results. Once he survivalence for year of the control of

## "Reckon I've no secret of success, unless it's getting there the fustest..."



MAJOR-GEN. N. B. FORREST.

What old General Forrest said about winning battles also applies to radio stations out to gain their share of national spot business.

No matter how good your sales story may be, unless it reaches its objective faster than the other fellow's—and with more impact—you're licked.

### REINFORCE YOUR NATIONAL REPRESENTATIVE

Your messages in VARIETY do just that. They help him carry your campaign to the men who count.

The men who spend the major portion of radio dollars are also the men who depend on VARIETY as their "fustest" source of weekly working knowledge.



NEW YORK 19 54 West 46th St. CHICAGO 1 360 No. Michigan Ave. HOLLYWOOD 28 6311 Yucca St. LONDON WC 2 8 St. Martin's Place Trafalgar Sq.

### **ACLU's Defense of Balto Stations In Court Tilt on Jury Tampering Via Air**

The Baltimore supreme bench-rule making publication of any matter that 'may prevent a fair trial or improperly influence court or jury' a subject for con-tempt is scored in a memorandum prepared by Jumes E. Fly on the tall of the American Civil Liber-tic Union.

the Unit Lore Training to the Unit Lore Training to the Baltimore criminal court which will hear contempt proceedings against WBAL, WBBR, WCBM, WGD, WYTH and James P. Comolby, WTTF commentations and the Company of the Commentation of the Company of the Lorentz of Eugene James, who was accused of murdering an Il-year-old girl of the Company of the Co

Fly, who is an ACLU board member, submitted the statement as "amleus curiae" (friend of the court), having an interest in the case although not a party to it. The civil liberties group memo save that the case although not a party to it. Ine civil liberties group memo says that the court policy (Rule 904) should be declared invalid "as a continuing and ever effective system of censorship and a suppression of free speech and press."

slon of free speech and press."

ACLU brief points out that
newspapers were not involved in
the contempt case because they
generally seek advice of the
judges before publication. "However benevolent, this, we submit, is
censorship!" the Fly statement declares.

censorship!" the Ply statement declares.

The civil liberties group argues that while, on the one hand, fair trial must be guaranteed, on the mental many the guaranteed, on the must be protested. Therefore, the argument goes, the court should not be able to make a blanket rule restricting publication of facetain the state of the court having the right to launch the press should be permitted to report the facts freely, with the court having the right to launch the administration of justice is integered with.

The Fly memo says it is of great significance that 'the contempt trial was made improbable. Not is it easy to believe that in Bailtimore the publication of facts refused the process of the process of the published statements—would render this court inspable later of assuring a fair trial.

### KDKA Workshop To Take Classes to Pitt U. Pittsburgh, Jan. 25.

Pittsburgh, Jan. 25.
With beginning of its second
semester middle of next month.
KDKA Teachers Workshop will be
expanded to include additionalclasses at Univ. of Pittsburgh.
School is under the supervision of
Mrs. Victoria Corey, Westinghouse
station's educational director.

station's educational director.
First two classes of the new
semester will be held at Pitt.
Members of Workshop will then
attend classes at XDKA studios for
back to the university for final
four sessions. Designed to prepare
teachers for better use of radio for
classroom purposes, workshop is
held for two house every Wednessheld for two house every Wednessgiven full graduate credits by Pitt.
Mrs. Corev conducts workshop in

Mrs. Corey conducts workshop in cooperation with Dr. J. A. Miller, of Pittsburgh Board of Education, and university officials. KDKA staff members also take part at intervals in demonstrating specialized departments of radio to the

### Affect Operation in U.S.

Attect Uperatum in U.S. Suspension of Robert Lange, head of the French Broadcasting System's North American Service, and of producers Ben Smith and Pierre Cirriballa. In a temporary of the Cornel of the Cornel of the Cornel of Cornel of

The suspensions are not affect ing activities of the French Broad casting System in North America which is prepping a new series o goodwill exchange shows.

### Halifax Broadcasters Get Bum's Rush Because Of Ban on Hockey Games

When four staffers of CJCH here started preparing to broadcast a hockey game in the Forum, three policemen ushered them to the exit. The coppers questioned the sense of the order but they had to do their duty, they announced.

It is believed to be the first ejec-on of a broadcasting unit any-

uon or a broadcasting unit anywhere.

The group bouncing developed from a ban on all broadcasting often of the state of th

all their home games in the Forum.

The clow improved from 1,000 to 6,000 size of 1,000 to 5,000 size of 1,000 to 5,000 size of 1,000 to 5,000 size of 1,000 size of 1,000

### ABC Snares Bankroller For 'What's My Name'

ABC's "What's My Name" returns to the airwayes under snon sorship of the Homemakers In-

### VARIETY News Interest Perks

There was no slackening of listener interest in news programs in 1948. That's the general significance of a survey 
made by Hooper for WOR, 
N.Y., which shows last year's 
audience up 8% over '44—
which was both a war and an 
clection vean.

which was both a war and an election year. According to the report. According to the report. Seven WOR newscasts had all the report of the seven WOR news stanzas covered registered gains—with the 9 a.m. spot soaring 40% over the previous year's figure. Top rated news shows on the station are 628 p.m., 34, a 5, and 8 a.m., with a station are 1.50 p.m., 34, a 5, and 8 a.m., with a station are 1.50 p.m., and 1.50 p.m., with a station are 1.50 p.m., and 1.50 p.m., with a station are 1.50 p.m., and 1.50 p.m., and 1.50 p.m., with a 5.50 p.m. and 1.50 p.m., with a 5.50 p.m. and 1.50 p.m. an

### DuMont's WDTV. Sole Pitt. Station. Comes To Terms With ABC, CBS Pittsburgh, Jan. 25.

Dufont TV web has finally come to terms with CBS and ABC for channeling through some of big video shows from those two networks into WDTV here. So far, however, no agreement has been reached with NBC although negotiations are still in progress.

incover, no agreement has been reached with NBC although negotiations are still in progress. The progress of the control of th

### TV Viewers Continued from page 31

continually interrupting and making commercials when acts are ex-Too much of that is unnecessary and annoying. The talent on the Ed Sullivan show, though, is far ahead of the Berle show."

far ahead of the Berle show."
Survey revealed that even the
format of a show can be irritating
if repeated too often, with viewers
especially showing a tendency to
shandon wrestling after its early
peak in popularity. Among the
shandon wrestling after its early
peak in popularity. Among the
non audience nerves is 80b Smith's
"Howdy Doody," despite its acrossthe-board slotting. Why "Texaco"
as a once-weekly offering draws
"Howdy" can get by five times a
week is still open to speculation.
Pointing up the need for a con-

sorship of the Homemakers Institute and Servel Gas Refrigerator of bright and the state and the stat

tervals in demonstrating special ized departments of radio to the class.

KPIX Personnel Changes

Framework of the Year

Fritishurgh. Jan. 28

Two KDKA's Men of the Year

Pittishurgh. Jan. 28

Two KDKA staffers, Johnny Krity and Homer Marts, were honored here last week in annual "Man of the Year" Awards by manger of KPIX. More of KPIX. Annual Person. With should I buck the More Marts, were honored here last week in annual "Man of the Year" Awards by manger of KPIX annual Person. With should I buck the Man of the Year in in the Control of KPIX. Annual Control of KPIX. Annual of KPIX and the Man of the Year in in the Control of KPIX annual of KPIX and the Marts, who directs Brett are new TV production assistant to the Marts, who directs Brett are new TV production assistant for the Marts, who directs Brett are new TV production assistant for the Marts, who directs Brett are new TV production assistant for the Marts and Marts, who directs Brett are new TV production assistant for the Marts and Marts, who directs Brett are new TV production assistant for the Marts and Marts, who directs Brett are new TV production assistant for the Marts and Marts, who directs Brett are new TV production assistant for the Marts and Marts, who directs Brett are new TV production assistant for the Marts and Marts, who directs Brett are new TV production assistant for the Marts and Marts, who directs Brett are new TV production assistant for the Marts and Marts, who directs Brett are new TV production assistant for the Marts and Marts, who directs Brett are new TV production assistant for the Marts and Marts, who directs Brett are new TV production assistant for the Marts and Marts, who directs Brett are new TV production assistant for the Marts and Marts, who directs Brett are new TV production assistant for the Marts and Marts and Marts and Marts. The Marts and Mart

### **Inside Television**

Problem of publicing tolerwise overage of the Pres. Truman Insurant Insuran

In another move designed to cut the price of television receivers, General Electric this week announced production of a new 83-inch viewing tube, first of its size ever made. New tube, a metal type similar to RCA's 16-inch job, will cost no more than the standard seven-inch model but will give 50%-more picture space. Production of sets incorporating the tube is expected to get under way this year.

US Television, meanwhile, announced prices on two news consolettes, production of the production

As a special followup to this year's television clinic, staged last weekend at the Hotel Waldort Astoria, N. Y. CBS tele officials are holding a "capuble clinic" for all network personnel interested in the new medium Priday (28) night. Web TV toppers are expected to cover much of the same information handed out to affiliate station operators in their talks to the homeoffice employees. Meet is scheduled for 7:30 to 10:30 p.m.

CBS television is now negotiating with one of the independent stu-dios for a picture package deal similar to the one inked five weeks ago with Eagle-lion. KTIV exec asserted that all available material of an approximate the second of the second of the second of the consisting of fairly recent films such as were eneased in the E-L group. E-L package consisted of "Enchanted Forest," Eddle Dean and Tex Ritter westerns and Michael Shayne murder mysteries. Pix were made in 1945 and 495.

### AFRA IN NEW WCFL PACT; GAC Packaging Talent For WINS 2 ARBITRATIONS

WINS 2 ARBITRATIONS

American Federation of Radio
Artists last week linked a new pact
with WCFL, calling for retroactive
and future psy increases to an
nouncers, actors and singers. Negomouncers will jump \$11.25 weekly to
\$11.43 May 1. Pact calls for
retroactive increase from Not. 1,
\$11.43 May 1. Pact calls for
retroactive increase from Not. 4,
to the control of the control of the control
integers get comparable boosts.

Chi AFRA also won two arbitrations, first since 1948. Former ABC
staffer Joe Wilson was awarded
two weeks' vaccution pay on his
received \$500 against Feature Productions in settlement of unespired contract.

### Penny Heads Up Walker Rep Operations in Atlanta

Rep Operations in Allanta, An. 25.
Royal E. Penny will head up the Atlanta branch office of the Walker Co., radio station reps, as of Feb. 1. Earl Harger, former head of the Allanta branch of the Allanger Co., operations for the Allanger Co. office in Atlanta and. Morfolk, to manage a new fulltime independent station there.

Penny was formetly head of the Raymer Co. office in Atlanta and. CSS station relations throughout the south and southwest, having at one time been sales manager of WBT. Charlotte. Hell work evic E. Lake, one of the principals of the Walker Co.

### Univ. of Utah, KDYL Set **Up Production Course**

Salt Lake City, Jan. 25.

A practical television production course has been arranged by the Univ. of Utah in cooperation with the city's video outlet, KDYL-WAYIS.

### Video on Low Coin Basis Using 'Experience' Angle

Using Experience Angle
Using Hywood, Jan. 28.
General Artists Corp. is building two television packages with which it hopes to keep clients busy here in intery bookings are slow. Harold Jovien, west coast wideo tops and the state of the same type show and another tentatively tilled "Enrie Felice and His Gri Friends."

Jovien said GAC can as, its Jovien said CAC ca

ence" line will be tossed at clients. Agency is planning on kinescoping of shown in the future. Flanned line is the planned line is the planned line is the planned line is the per week program. Jovien hops to insert GAC femme vocalists on a two per week basis when they care the planned in the planned line is the planned line in the planned line is the planned line is the planned line in the planned line is the planned line in the planned line in the planned line is the planned line in the planned line in the planned line is the planned line in the planned line in the planned line is the planned line in the planned line in the planned line in the planned line is the planned line in the planned line in the planned line is the planned line in the line in the planned line in the line in the planned line in the line in the planned line in the planned line in the line in the line in the planned line in the line in the line in the line in

Nego revue will use entertainers when they are in town, building shows around those available. Those under the GAC belt are Louis Jordan, Gab Calloway, King Doys, Nellie Latcher, Connie Jordan, Trenler Twins, Eddy Hayward Trio and Paula Watson. Agency has also inked Bobby Worth and is making a pitch to pedidle his KLACCTV video allow.

### CBS Switches 'Luigi' Back, Makes Way for Lum-Abner

course has been arranged by the Univ. of Ulah in cooperation with the Ulah in Cooperation with the Ulah in Cooperation With Co

### with stars like these ...

jessica tanay · dennis king · kim hunter · tom ewell · bambi linn · jocetyn brando · aavid wayne · joan mccracken

### playwrights like these ...

tennessee williams · william saroyan · james thurber · katherine brush · h. g. wells · èrnest haycox · william march

### raves like these ...

one of the finest offerings on the tv screen cue. the one-act play is at last coming into its own on television harriet van horne, n. y. world telegram. good writing, superb acting and clever production variety, uses tresh material, imaginative camera and stage direction radio daily.

## is it any wonder that the December rating\* of ACTORS' STUDIO was surpassed by only 9 nighttime

network TV programs?



\*Hooperating December '48



MARC CONNELLY, narrator

You can buy ACTORS' STUDIO, one of the most popular, most highly acclaimed dramatic shows in television. Spotted in an ideal Sunday night time... 8:30-9:00 pm, EST... the program has, as a sustainer, built up a large and intensely loyal following. Call us today (CIrcle 7-5700) and find out how inexpensive ACTORS' STUDIO is on ABC's complete TV network.

ABC American Broadcasting Company

**British Show Biz** 

### **Television Reviews**

the radio show is sitting it out for garm, which had been thevised for a hen to drop an omelet on his had been the contraption works, which was a novel touch.

Participants on the show were given each awards, probably on the contraption works, which was a novel touch.

Participants on the show were given each awards, probably on the show were given each awards, probably on the show were given each awards to the contraption will be shown to the contraption wi pase. Actas was manny to show how the contraption works, which was a Participants on the show were given eash awards, probably out of pocket by Edwards, as tele is not pocket by Edwards, as tele is not pocket by Edwards, as tele is not provided by Edwards, as tele some and the standards is as telegenic as any male we've seen and the advolving and the tempo lively makes him solid bet for the home sorregaster. 4c. Gamble can decide on the new medium's potential as a soan seller. Simultaneous sound and the tempo lively makes him and the sellen as the camera can follow him around as easy as a cable mike. Production of John bound and the camera can follow him around as easy as a cable mike. Production of John bound and the critical sellen as the camera can follow him around as easy as a cable mike. Production of John bound and the critical sellen as the camera can follow him around as easy as a cable mike. Production of John bound and the camera can follow him around as easy as a cable mike. Production of John bound and the camera can follow him around as easy as a cable mike. Production of John bound and the camera can follow him around as easy as a cable mike. Production of John bound and the camera can follow him around as easy as a cable mike. As a supplement was the camera can follow him around as easy as a cable mike. Production of John bound and the camera can be a supplement to the camera can be a supplement

KIDDIN' ON THE KEYS
With Earle Pudney, Carol Horton
Director: Arnold Wilkes
IS Mins; Tues., 7:30 p. m.
SAVE-THE-BABY
WRGB-TV, Schenectady
(George R. Nelson)

Cough-croup manufacturer re-cently assumed sponsorship of pro-



LEADING DRUG STORES D DEALERS EVERYWHERE Three-quarters of a century of know-how in the exclusive manu-facture of fine make-up for the pro-fession has made STEIN'S preferred by more theatified, movie — and now television people everywhere.



Your complete personal make-up prodesion-land and wave a profession-land wave a profession-land wave a profession-land advice. Just send description of your coloring-los, write for Stein's free pulstrated booklet of make-up ints and suggestions.

STEIN'S Professional

Jaco.

TAKE A DARK
With John Conrad, Hugh Downs,
Beryl Mullin
Producer: John Conrad
Director: Don Main Director: Don Meier 30 Mins.; Wed., 7.30 p.m. Sustaining WNBQ, Chicago

Sustaining WNBQ. Chiese and unionce WNBQ. Chiese and working the working the state of the state continued from page 14
measures 70, by 30 feet and
neither is sufficiently high to enable sets to be flown. Yet, notwithstanding these technical limitstanding the standing the standin

John Conrad, as m.c., is too forced in his joviality. Production-wise, not enough camera changes were used.

ADVENTURES IN JAZZ
With Charlie Ventura
George Shearing, Dolores
Hawkins: Fred Robbins, emece
Producer: Robert L. Bach
Director: Raiph Levy
30 Minn; Six, 8 p.m.
CBS-TW, from N. Y.
"Advanture in Jaz" is the CBS

Sustaining CRS-TV-from N. Y.

CRS-TV-from N. Y.

CRS-TV-from N. Y.

CRS-TV-from N. Y.

Leading to the growing list of pop instrumental shows on television.

With Fred Robbins, disk jock from Wov, N. Y. Inde, as emece, this work of the control of

WGAL

LANCASTER

READING

size the necessity for star attractions in this branch of video entertainment.

There is, of course, always a ready-made audience for sport and the course, and the course, and the course, but here again the BBC is cannot get teleoasting rights for the major boxing or football events, and subsequently has to desire the course of the cour

its influence and doubtless attuned its policy to fit in with this new development.

Pittsburg, Kans. — Thad Sand-storm last week became commer-cial manager for the Stauffer Pub-lications radio station here, He formerly was promotion manager of Station KTOP at Topeka, Kans.

### Tele Chatter

costines to near 32

Ders will perform. Stalion will debut with the "Mikado" which has been cut into three sections. KTIV news and sports series featuring Walter Carl and Alfward which owns 51% of outlet. KTSL, Don Lee outlet, will be not the series of the control of the cont Continued from page 35 :

do for series on KTLA.

Chicago

WRKB reports orders for its mulliscope from with the choose.

WRKB reports orders for its mulliscope from aix stations.

Vernon Rood, WGNTV's operation of the least of

### Crosley's Sales Powwow

tervala to denote the passing of time. The find that BBC protime that have the greater have above the greater have above the greater have above the greater have above the greater have the greater have been and recent productions like "The Tiral of Madeleine smith" and Oscar Wilde's "The Importance of Being Earnest' have of entertailment be de in this type of entertailment be de in this type of entertailment with the present time is in to rely, owing to the industry embargo, on oldies, which are frequently outmoded in theme and presentation and only too often the tobe desired. The presentation and only too often the tobe desired. The presentation are lavered to be desired. The passing the passing the passing the presentation and only too often the tobe desired. Chicago, Jan. 25. Crosley Broadcasting Corp. held its semi-annual sales meeting here last week under direction of g.m. Bob Dunville and Harry Mason Smith, v.p. In charge of sales. Thirty people attended from New York, Cincy, Hollywood and Chi. Like everywhere else in radio, there was an attorney present—Fred Ball from Washington.

to be desired.

With few exceptions the vaudewills section hasn't made a play at 
big bo, names, and except for the 
big bo, names, and except for the 
are marked by their mediocrity. 
Exceptions like "The Charlie 
Chester Show," which was aired 
for the first time recently, emphasize the necessity for star attractions in this branch of video entertions in this branch of video enter-Fred Ball from Washington.
Personnel as signments announced were: Stuart Lewis from Cincinnati to Chi sales office, replacing Andy Neidenthali who moves to Wibt to handle program sales; Neal Smith moved from TV warren Morton, of Branham grandle warren Morton, of Branham grandle St. Mag Marginel Leesucceeding Stu MacHarrie,

### SONORA'S BANKRUPTCY CLAIM Chicago, Jan. 25.

Sonora Radio and Television Corp. has filed voluntary bank-ruptcy petition in Federal court, offering two-year schedule for paying creditors

Attorney V firm assets frozen. William - Collen said were temporarily

### Berlitz School Behind **New Foreign Language**

30-Minute Program Televiewers soon will be able to earn foreign languages merely by sitting in front of their viewing

lating and the second of the s



"On an Island with You" Every Friday Nite, 9:50 E.S.T. Mgt.: LOU CLAYTON

### HOUSE FOR SALE

hen, all modern. Front are,
Two car garage, and reses and farm animals,
er and artislan well. On
utes from Harmon and C

Selling Price \$60,000 spection invited. Owner mest. Write or phone owner her information.

MRS. W. SHERMAN BURNS ECHO LANE OSSINING-ON-HUDSON, N. Y.

### FOR TELEVISION

Young man, ex-GI, 22. College edu-cation, would like position assisting Television producer,

Box V 11, Variety W. 46th St., New York 19, N. Y.

### A SPLENDED OPPORTUNITY FOR TRANSCRIPTION SALESMEN

If you are calling on radio stations, advertisers, and agencies in the United States or Canada—here is an apportunity to sub-stantially increase your income by representing two of the fasiest selling syndicated programs in the Industry.

### THE DEEMS TAYLOR CONCERT

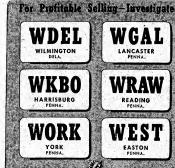
**TELLO-TEST** 

We are interested only in top calibre individuals familiar with sales problems related to local and regional station operations and who have the confidence of station personnel.

Here is an opportunity for increased lncome and lncreasing opportunities in the program field.

In replying please supply any and all information which will aid us in considering your application.

RADIO FEATURES, INC. 75 East Wacker Drive, Chicago 1, Illinois



WORK

EASTON

STEINMAN STATIONS Clair R. McColle ina Directo

oresented by ROBERT MEEKER ASSOCIATES

Chicago Son Francisco New York Los Angeles **Broadway's Biggest Boost to Television** 

\*\*\* ADMIRAL

BROADWAY REVUE

starring

SID CAESAR

with 🎋 \*

MARY McCARTY

MARGE & GOWER CHAMPION



Musical Conductor . . . CHARLES SANFORD

Set Designer .... FREDRICK FOX

Costume Designer . . . PAUL duPONT

Choreographer ... JAMES STARBUCK

Writers . . . RAY CARTER . LUCILLE RALLEN . MEL TOLKIN

Developed by

RUDNER AGENCY, INC. in association with

WILLIAM MORRIS AGENCY, INC.

Produced and Directed by

MAX LIEBMAN

FRIDAY \* 8 P.M.

Telecast direct from the stage of New York's International Theater over 24 stations in 16 cities and via kinescope film in 17 other cities with TV facilities, from coast to coast.

Admiral dealer

ELEVISION · RADIOS · PHONOGRAPHS · DUAL-TEMP REFRIGERATORS · ELECTRIC RANGES

### TV Fluffs Inaugural

Continued from page 35

President and let the show ride swearingsin ceremony film from there. The reels bettered even that, however, by apostuling the president of the swear showers of the swear showers and the swear showers are the swear showers are swear showers as the swear showers are swear showers as the swear showers are swear showers are swear showers are swear showers as the swear showers are swear showers are swear showers as the swea

eers' flat statements about the temperature.
Video did an adequate job on the "gala" celebration the night preceding the lnauguration, Hampered by the wide reaches of the National Guard Armory, site of the mass parade of talent, they could do little more than train their best closeup lens on the performing stars and hope for the best. Coverage of the President's best. Coverage of the President's Bail Thursday night was also okay, under the same adverse conditions

### Radio-TV Coverage Sets Flock of New Records

Washington, Jan. 25. Radio and television coverage of the Inaugural, one of the biggest medlum broadcast jobs on rec ord, brought practically the whole roster of top news commentator talent to Washington and combined for the first time in a Presidential



"Music," the sage Longfellow remarked, "is the universal language of mankind." And good music, programmed always over WOXR and WOXR-FM, is the language that keeps more than half a million New York families constantly tuned to these stations. So constantly, indeed, no other station can reach them so effectively. These families love good things as they love good music...and can afford to buy them, too. Advertisers regard them as the most inviting segment of this biggest and richest of all markets. Whatever language you speak ... may we help you speak it more profstably through music?



MADIO STATIONS OF THE NEW YORK TIMES

The sound-sight coverage of the events set some new records:

events set some new records:

An estimated 10,000,000 persons
saw the Inaugural ceremony, parade, gala show and ball while the
events were taking place, in addition to several million more in
cities off the east-mildwest coaxial
who saw it later by film,

who saw it later by film.

Approximately 10 hours in all
were televised from the gala, the
languard and the ball (although
not all stations carried the full
overage) making for the greatest
video to a related series of events.
It was the first Inaugural to be
carried to FM stations, through
diplication by AM affiliates and
through direct broadcast by an FM
It was the first Inaugural to be
It was the first Inaugural to

network (Continental).

It was the first Inaugural to be broadcast by so many sound stations—probably the bulk of the 2,700 AM and FM stations now in operation, through network, recordings, and direct transmission.

cordings, and direct transmission. An important phase of the tele-vision coverage was through film, in-miss—NBC, Telepix and Tele-news—serving via air freight about 15 stations not connected by co-axial. All four video networks joined in plans to bring film re-cordings of the Imagural to the property of the control of the con-trol of the control of the control of the con-trol of the control of the control of the con-trol of the control of the control of the con-trol of the control of the control of the con-trol of the control of the control of the con-trol of the control of the control of the con-trol of the control of the control of the con-trol of the control of the control of the control of the con-trol of the control of the control of the control of the con-trol of the control of the control of the control of the con-trol of the control of th

The nets recorded two negatives of the telecast, one a master from which prints were made and offered at cost to all affiliated stations.

tions.

There were approximately 550 radio and television staffers who radio and television staffers who acontingent of more than 200, under the supervision of William F. Brooks, network veepee in relations. Adding him were Francis C. McCall, director of news and special events, and Adolph Schnedder, news and special events wideo mSC of the Schnedder, news and special events wideo mSC of the Schnedder, news and special events wideo mSC of the Schnedder, news and special events wideo mSC of the Schnedder of the

director.

NBC commentators Ben Grauer
and John Cameron Swayze acted
for the television pool in describing the Inaugural swearing-in and
the address at the Capitol building.
Others from NBC covering for radio included Robert Trout, H. V.
Kaltenborn, Morgan Beatty, Richard Harkness, Robert McCormick,
Ned Brooks and Leif Eid.
ABC brought down about 50 for

Ned Brooks and Leif Eid.

ABC brought down about 50 for
the events, including Gordon Fraser, Pauline Frederick, Ted Malone, Taylor Grant, George Hicks,
Van De Vries, and Walter Kiernan.
In addition, the network's Washinge,
Ellmer Deriks H. tyon Bukhinge,
Ellmer Deriks H. tyon gen partieripated in the coverage.
More than 100 technicates and

tietpated in the coverage.

More than 100 technicians and commentators Joined in the television pool coverage of the january to the property of the program of the programs out additional. 30 technical people were employed by the telephone lindustry in connection with the covarial feeding of the programs out and for the programs out and the programs out to the programs of the programs of the programs out to the program out to the program out to the programs out to the program out to the progr

The Continental FM network and its key outlet in the Capitol, WASH-FM, claimed that it brought more of the Inaugural to its listenmore of the Inaugural to its listeness than any other station and any other network. Continental stayed throughout the entire gala, Inaugural, parade, and ball for a total of nearly 12 hours.

In addition, scores of commentators came to Washington for special recording pickups for individual stations.

ual stations.

Running story of the Inaugural and parade was also broadcast in various languages by the Voice of America and relayed by the BBC.

### 'Big Brother'

money into advertising. The medium, consequently, won't affect too much radio, newspapers or magazines.

magazines.
CIS-TV sales manager David
Sutton revealed the willingness of
top-spending autional advertisers a
money which doesn't come out of
any current budgets. Most such
advertisers, he said, charge up
tel's costs to such other budgets
tel's costs to such other budget
also pointed to the local advertiers now using tele, which represents the largest single group of
advertisers tooks.

### Cov Predicts Early Lifting of Tele Freeze. Move Into Higher Band

Possibility of an early television climb into the ultra-high frequencies was spotlighted last week by FCC chairman Wayne Coy with the declaration that the Commission hopes to be able to provide for the utilization of the UHF "before the end of the year."

Specific process of the CBS television Specific Research (CBS) specific Resear

television system.

Again emphasizing that such a
move will not render present sets
tobsolete, Coy indicated that stations now on the air would contime on their present Trequency
assignments or else transmit simultaneously on both bands. "The
taneously on both bands and
a set that will receive both bands
and give us as good or better recetion than we are receiving today."

UHF Boom to N. Y., L. A.

UHF Boom to N. Y., L. A.
Television washington, Jan. 25,
Television was year the allocation of more television channels to
bus cities such as N. Y. and Los
Angeles, according to FCC spokesmen here this week. Chunel alloUnder the present process of the contion of the present of the present of the contoto more than seven station grants
because of the over-crowded spectrum. FCC emphasized, however,
the pressing need for more stations,
these key metropolitan areas,
or confining TV to only seven stations, when N. Y. can support as
many as 30 AM outlets.
Only way to get those additional

Only way to get those additional channels, which are drastically needed to prevent the industry from becoming monopolistic, is to move into the ultra-high frequencies.

### - Radio Fears

Continued from page 27 gram on NBC. Other meat packers have pulled in the radio advertis-ing reins.

ing reins.

Sterling Drugs has gone into action and has served notice on NBC that it is dropping the Sunday night "Manhattan Merry-Go-Round," one of the first telling blows in an industry now confronted with fierce competition. The soap manufacturers are pulled. The soap manufacturers are puli-ing up short, disturbed over the approaching signs (those free of-fers of soap powder as a come-on is a tipoff as to what's happening.)

Is a lipon as to what's happening.)

Thus the question has raised, what about the future of ABC and Mutual, with its wide open spaces for sale? And with CBS board chairman William S. Paley, wrapping up all available top talent to make Columbia pre-eminent consideration and the columbia pre-eminent columbia pre-eminent columbia pre-eminent columbia pre-eminent columbia. rollers are going to be around to pay for it?"

### Radio Reviews

= Continued from page 30 :

contained from page 59

the assignment, limited to the first part of the quarter-hour.

Commentary caught had Healey to the first part of the quarter-hour.

Commentary caught had Healey to politics and economics. Healey possesses a lear, firm voice, and a persuative delivery. Prounciation bit over-meticulus. He added a personal endorsement to the Savethe-Balay plage delivered by the delivery of the second part of the second par

LET'S HAVE FUN WITH BANK GROUND STATE OF THE STATE OF THE

SHERLOCK HOLMES
With Morry Powell, Peter Bathurst
Director: Lawrence H. Cecil
30 Mins., Wed., 8 p.m.
PENFOLD'S WINES
2 G. B. SYDNEY

2 G. B. SYDNE;
Oldtime series of whodunits by
the late Sir Arthur Conan Doyle
carries plenty of appeal for Down
Under radio fans. Should do okay
and build biz for the sponsor.

and build biz for the sponsor.

Morry Powell in the name part
overplays somewhat. Should tone
down though before the series gets
down though before the series gets
preter Bathurst as DP. Diver is
Show is done before an audience.
Lawrence H. Ceell, in charge of,
the series, is a well-known local
sould producer. He's doing a good
doly with this one.

### **Bob Hope** Continued from page 28

can show there is no substantial overlap, it may well be disquali-fied as a bidder since FCC rules prohibit an owner having two sta-tions covering the same area.

tions covering the same area.

Another issue is directed at Fort Industry's interest in acquiring an eight had and a seventh FM outlet, which is one more in each of the same area of the same area of its AM and FM stations if It gets the Louisville properties. The commission also will inquire critically a same and the same area of the same area.

others to operate the take the state of the

Constance from pase 31 == Conversely, the economiets find to be a whole broadcasting industry.

Conversely, the economiets find to be conversely, the sconomiets find to be conversely the converse

### GEORGE FOX TRIES R-R TV SYSTEM ON COAST

Hollywood, Jan. 25.
George Fox Co. will be the first
west coast video production outh
to put Remington-Rand's television
communication system into operation for the shooting of teevee pix.

System allows producers to view picture on tele receiver as it is being recorded by the motion picture camera. This eliminates viewing the rushes and allows immediate refilming of rough shots.

R-R's camera chain also allows cameras to be wired into all parts of the exe offices, thus permitting stage activities to be followed by any production or administrative staffer not on shooting site.

### Chi Television Council Skeds 3-Day Conference

Shetts 5-12ay Confletence.
Chicago Television Council, headed by WENR-TVS James I, Stirton, has scheduled a National Television Conference at the Palmer House, March 7-8. In the east, more than the palmer t

### The Tables Turn

In a laber 1 turned on video's buccaneering of AM talent. The other Sunday (16) Ted Cott, WNEW v.p., was viewing WGBS-singer Sorly McGregor and said. "That guy would be good on radio." So now MacGregor has been pacted for a cross-the-board stanzo on the National Conference of the Constitution of the Const

N. Y. Indie, 9:35-10 a.m., preceding Martin Block's "Make Believe Balloom. Tentative preem date Believe Balloom. Tentative preem date Besides singing pop ballads and folksongs, MacGregor accompanies thinself on the guitar and does chatly nitros. A tele 'vet," he has been to the property of the propert

### Here's The PAYOFF on 'FASHION FLASHES'

. GLENN BRILL ADV. AGENCY Denver: "A sharp upturn in client's December sales was developed through; a special offer advertised only on Miss Hawley's program."

. WHIZ, ZANESVILLE, O.: "Spo son enthusiastic . . Feels it will prove the best thing they have used in radio in ten yeers."

. WBRK, Pittsfield, Mass.; "FASH-ION FLASHES Hooper here is 12.6

. . 57.8% of audience."

A New Idea in Daytime Radio

### ADELAIDE HAWLEY'S "FASHION FLASHES"

Transcribed 5 Minutes Daily AVAILABLE FOR NATIONAL

OR LOCAL SPONSORSHIP Produced by Murphy-Liliis, Inc. For information write Mortimer Frankel, producer, 59 Park Ave., New York 16, N. Y.

### **Douglas Manor** DOUGLASTON, LONG ISLAND

Beautiful 24,-story house.
Built for gracious living on
plot, 180'x127'. 9 rooms, 3
batins, 40' living room, entosed porcless. New oil
constant, and living room, encondition. Located on North
Shore — 23 minutes from
New York. Boating and
bathing facilities within 2
blocks of shouse.

Price \$38,500



51 East 42nd St., N. Y. MU 2-2300

### Inside Stuff—Radio

Jimmy Spitishy, who copped the soid on Arthur Goddrey's Telent Seven program last Monday (17), is a nephew of Phil Spidany and two of Maurice Spitalny, Pittiburgh booker and radio mastre. It was only a few months ago that young Spitalny decided to turn comic. Since then he's been breaking in his turn at minor spots in east and midwest or as an officer in AAF, he had a dancer oday, except for the first time, dropping the batton to try his luck as a comic on west cost, but nothing happened then and he returned to Pittsburgh and round principles of the first time, dropping the batton to try his luck as a comic on west recognition of the dropping the batton to try his luck as a comic on west cost, but nothing happened then and he returned to Pittsburgh and round principles.

Some marginal newspaper-owned FM stations have come up with a not-strictly-legit scheme to bolster their in-the-red operations. Advertisers are offered dollar's worth of cuffo ad space in the paper for every dollar's worth of air time bought. Papers skirt FCC ban on free space by billing the ads strictly as program promotion. However, sponsor's name is plugged in big type. Fractice is seen pointing up anew the weak commercial position of PM. But newspapers are holding on to PM licenses, teeling pressige of being in radio hypoce scirculation.

Twin Cities (Minneapolis-St. Paul) AFRA is putting out a "yearbook" designed as a catalog for talents of its members. Book will go into the control of the c

Navy is preparing to Issue a new series of 13 platters featuring Eddy Duchin and his orch, to go on the air weekly, commencing the first week in March. Disks will promote officer procurement and Naval. The recordings will star such vocalists as Kay Armen, Eugenie Baird, Connee Boswell, Maxine Sullivia, Antiz Ellis, Nan Wynn, Jane Pickens, Bea Wain, Yvette, Nancy Donovan and Janette Davis. Platters, to run 5 minutes, will be available for stations throughout the country.

**KLAC-TV Combining Shows** 

To Boost Programming

Television soundtrack recording

scale will be effected within 60 days, according to J. W. Gillette, International studio representative for American Federation of Musicians. Gillette has received offi-

garding the scale negotiations. Gillette met with Television Film Producers Assn. members here last week. General discussion did not

week. General discussion did not involve coin payment for musicians but did point out different prob-lems. involved in video producing from those run upon in motion, picture producing.

CHARLOTTE TV BID

Greensboro, N. C., Jan. 25, Gordon Anderson, manager of WCOG, Charlotte, sald the Inter-City Advertising Co. of Charlotte, owner of the ABC outlet, has applied for a new commercial television station at Charlotte. Inter-City also owns WAYS and WAYS - FM in Charlotte, and WKIK in Columbia, S. C.

AGU-TV Preps Test Pattern
San Francisco, Jan. 25.
KGO-TV, following completion
of its 508-foot tower alongside the
Sutro manison between Twin
Peaks and Mt. Scot in at
Peaks and Mt. Scot in the
test patters shoult Feb. 1.
Frisco's only operating TV station is KFIX-KSFO which preemed
Dec. 23.

KGO-TV Preps Test Pattern

Greensboro, N. C., Jan. 25.

### COLUMBUS GETS INTO TV PICTURE MARCH 27

To Boost Programming

The Columbus, Jan. 25, March 27 Gotumbus, Jan. 25, March 27 Gotumbus, Jan. 25, March 27 Gotumbus, Janses Leonard, general manager of WLWC, the Crosley video station in construction here, said that is the date tejecasts construction and erection of the 579-60t time and time planted in schedule.

Carol Berni, David creet and service of the strength of t

KCUL in Spring Preem
Fort Worth, Jan. 25.
Fort Worth's newest station
KCUL, a 5.000-watter, is scheduled
for day and night operation beginning next spring. The station will
Associated in the broadcasting
wenture are Bruce Chambers, general manager, Restor Cuesta, chief
engineer; and Johnnie Andrews,
local businessman.

### THERKELSEN APPT.

THEMERISEN APPT.

Etwin, Wasey and Co. announced appointment of Donald F. Therkelsen as radio director.

He had held similar position with Bozell & Jacobs. Appointment was announced by Ray C. Jenkins, exec veepee of agency.

"Very Titillating"
Post, Denver, Col.



WITH JOHN R. M. McCAFFERY

ADDISON SMITH

### DEAR AL:

We all admit Jan August is phenomenal, but did you see the further development in this issue on page 51.

JOE

### **B-B Pen Earmarks 75G** For Tele Pic Commercials

Hollywood, Jan. 25. B-B Pen Co. will spend \$75,000 on television commercials this year. Pictorial Productions has been inked to make the one and two-minute vidpix. Films will feature sports and entertainment person-alities and other "names in the

news. — some names in the Pen firm will beam the commercials on all stations in the east. Single spot is skedded to run each day on a single station, using a round-robin effect. B-B is making enough films so that there will be no supplications within any 10-week period.

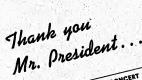
### CIRCLING THE KILOCYCLES

Columbus, O. — Maurice E. White, farm program director of WHA. Univ. of Wisconsin. moves here Feb. 1 as director of WOSUs "Farm and Home Hour" and radio editor of Ohio State University's Agricultural Extension Service.

Omaha — WOW inaugurating a new service with Walter E. Cronk-itie as Washingtoi correspondent. Cronkite is set to live in Washing-sports announcer.

Cleveland—WTAM has added to ton and supply WOW with two its staff announcer Bob Shelley, programs a week, an area report former of WLOK, and Eugene and a state report. This is first Myers, sales. \_\_\_\_\_ tempted this.

Houston—Walker Co. has been engaged as national representa-tives by KLEE-AM 5,000-watt in-dependent station here, effective Feb. 1.





...and thank you, Margaret Truman

SANTA TOO GOOD, TRUMAN CONFIDES The one gift the press knew for certain was used to the put for Mr. Tunnan was the one put for Mr. Tunnan was the was an attere by his dawling to the put for Mr. Tunnan was the put for Mr. Tunnan was an atterned by his dawlings by the First album of recordings by the First album of recording by the First album of rec NEW YORK TIMES Becember 26, 1948

### The First Piano Quartet is under exclusive long-term contract

for radio, television, concerts, records and all branches of the musical and entertainment field

### FADIMAN ASSOCIATES LTD.

1501 Broadway, New York

Personal Direction: Edwin Fadiman

### Col. Agrees to Full Royalty Rates On LP Use of Copyrighted Music

Un LP Use of

Columbia Records has agreed todiscard the "experimental." royalty-free blanket licenses it secured
last June in relation to the marty-free blanket licenses it secured
last June in relation to the marketing of its Microgroove LongPlaying disks. Company has agreed
to pay full royalty rates to pub
disk of the property of the color of the
majority of cases, its royalty-free
quarterly basis ever though, in the
majority of cases, its royalty-free
to expite until June 31 next.

Harry Fox, agent and trustee for
publishers in mechanical matters,
arranged the new agreement with
reasoning taken by many music
publishers that CRC's LP disks
were beyond the experimental
stage in view of the experimental
stage in view of the fact that the vast majority ofpublishers that CRC's LP disks
were beyond the experimental
stage in view of the fact that the vast majority ofpublishers that t

### Philco LP Players Go For Free With TV Sets In Bid for Circulation

In Bid for Circulation
In an effort to get as many 3314,
Typm turntables into consumers
homes before RCA-Victor debuts
homes before
home before
home before
home before
homes before
homes
home

### WCOLERY TO BIG THREE WITH ACCENT ON TELE

WIII. AUCLIN UN ILLU.
Big Three (Robbins, Fe is st,
Miller) have taken on Pete Wooley,
to handle the standard catalogs of
the three firms, a post formerly
handled by Pill Kornheiser, now
doing the same thing with L. B.
to contact television performers.
All major music firms are preparing to seek television plugs.
They either are assigning contact
men now on staff to the new
dium or looking for men specifically
for that purpose.

### Disk Jockey Review

CLUB PLAYHOUSE

With Brit Dilson
Director-Producer: Bert Dilson
Director-Producer: Bert Dilson
Director-Producer: Bert Dilson
JS Mins: Mon. thre Fri, 11:39 p.m.
American Motors Inc.
Bert Dilson twirls the dilsks for
15 jolly minutes of music featuring
one hand a hight. Against a nighttroduction by recorded voice of
Janc Stevens, the program moves
through a fast stanta of nicely seiDilson's mike technique is commendable, although overplay of
commercials keep program from
patting as highly as it Mark.

### Wizell's Own Pub Firm

Wizell's Uwn Fub Firm
Murray Wisell, former professional manager of Famous Music
and other firms, has set up his own
publishing business in New York,
which was business in New York,
we firm starts off with a time
labelled "Ho Hum, It's Spring," by
Jeanne Burns and Harold Mont,
Wizell had been connected reWizell had been connected reWurray Wizell firm. He left the
outfit and sued Davis on the basis
of the 25% interest he held in it.
The start of the sta

### RCA's Top Promotional Hoopla on Como Disk: Cuffo Trip to Italy

Cull to Itip to Italy

- Perhaps the heaviest promotion
on a hit disk to take place since
the recording business began lagging is heing applied by RCAging is heing applied by RCAthe places." Como and Victor are underwriting the cost of a two-week
tip via Par-American to Lake
through disk places all over the
country. Trip will start from New
through disk places all over the
country. Trip will start from New
York March 31 and he preceded by
York March 31 and he preceded by
Como's Chesterfield broadcast.

- Jocks, contacted by Victor disk

Como's Chesterfield broadcast,
Jocks, contacted by Victor disk
distributors, will ask listeners to
write in 25 words or less, "why I
would like to visit Lake Como."
Sectional winning letters will be
sectional winning letters will be
reflected the trip-taker.
Distributed the trip-taker.
Distributed for the reflection winners who do not achieve the top
prize.

Look magazine is set to do a pic-torial coverage of the winner's trip. Contest starts Feb. 7 and runs for

SIX weeks.

Promotion of this sort on either pop or classical disks was not necessary just before and since the start of the war. Now that sales was the property of the same of the same



### LAURIE RAINE

Most Beautiful Girl in Radio Most Beautiful Girl in Radio
Laurie's been dubbed that—and
her records (Coast) prove her one
of the most beautiful song stylists.
Latest hit is "Can't Sleep." Mass stylists.
Latest hit is "Can't Sleep." Mass Raine and Tim Gapt.
Miss Raine and Tim Gapt.
Miss Raine and Tim Gapt.
Radio-P.A. tour, scouting new songs, new talent.

TIM GAYLE (Pub-MGT) Temporary Mail Address: HOTEL STATLER Detroit, Michigan

### Alfred Drake in Middle Of Two-Way Dilemma On 'Kiss Me. Kate' Disks

On Kiss Me, Kate' Disks

RCA-Victor's signing of bartione
Affred Drake, now in the cast of

Kiss Me, Kate,' to a term conAffred the control of the cast of

Kiss Me, Kate,' to a term conMonday (24). It puts Drake in the
position of having recorded the
unes from the show for both Victor and Columbia Records.

Columbia several weeks the
producers of "Kate" under which

the would record the score with the
show's cast. This was done over

the weekend before last (15-16),

was left until Monday (24). Drake

was left until Monday (24).

### Jocks, Jukes and Disks

Coupling of male and female artists on new recordings made since the end of the disk ban six weeks ago is being given wider attention by major manufacturers. Columbia Records successes with Donib Records successes and Clark, however, their work opedher has in the past been consumed to the success successes with the success successes with the success successes with the successes with the success successes with the success successes with Donib Records successes with Donib Recor Coupling of male and female art-

three died for gouldiness site, used, the thought is being applied on a wider basis.

For example, Capitol Records' latest releases. There are couplings by Feggy Lee and Bean Marketter of the state of

and need not be confined to post tunes the lyrics of which held themselves to such treatment. Basically, what results is shown the such as the large of the large

(Continued on page 47)

### VARIETY 11 Roct Sallars on Coin-Machines Week of Jan. 22

AMANANA TA MEST MENERS ON CONTAIN	laciliicə
1LITTLE BIRD TOLD ME (10) (Bourne)	Sevelyn KnightDecce
2. SLOW BOAT TO CHINA (13) (Melrose)	
3. FAR AWAY PLACES (6) (Laurel)	Serry Como
4. MY DARLING, MY DARLING (9) (Morris)	Stafford-MacRae Capito
5. BUTTONS AND BOWS (15) (Laurel)	Dinah Shore Columbia
S. I'VE GOT MY LOVE TO KEEP ME WARM (4) (Berlin)	Les Brown Columbia
7. GALWAY BAY (3) (Leeds)	Bing Crosby Decce
B. YOU WERE ONLY FOOLING (6) (Shapire-B)	{ Blue Barron
D. PUSSY CAT SONG (1) (Leeds)	Andrews Bob Crosby Decca Perry Como
MAYBE YOU'LL BE THERE (25) (Triangle)	
Coming Un	

### Coming Un

Coming of	
POWDER FACE WITH SUNSHINE (Lombardo)	(Evelyn Knight Decco
DOWN AMONG SHELTERING PALMS (Miller)	Sammy Kaye Victor  Jolson-Mills Decce
BRUSH THOSE TEARS (Peter Maurice)	Evelyn Knight Decce Barry Green Rainbou
LAVENDER BLUE (Santly-Joy)	Dinah Shore
SO TIRED (Glenmore)	Russ Morgan Decco
BELLA BELLA MARIE (Leeds)	Crear Starr,
GLORIA (Rene)  IS IT TRUE ABOUT DIXIE (Cases)	Mills Bros. Decca
IS IT TRUE ABOUT DIXIE (Caesar)	Ray Anthony Signature
WHAT DID I DO (BVC) SWEET GEORGIA BROWN (Remick)	(Helen Forrest M.C.M
SWEET GEORGIA BROWN (Remick)	Dinah Shore Columbia
SAY SOMETHING SWEET (Mills)	(Inc. Spote
SAY SOMETHING SWEET (Mills)	Anne Shelton London
AGAIN (Robbins)	Billy Eckstine M-G-M
YOU, YOU, YOU ARE THE ONE (Campbell)	Amas DansLondon
IFigures in parentheses indicate number of week	S song has been in the man 202

### RCA, Cól. in Wholesale Jockeving To Win Over Diskeries on RPM

Hollywood, Jan. 25.

William S., Paley, president of
CSS, and Frank White, president
of Columbia Records, ISS subsidhave been endersor its sim to Join
with RCA-Victor in the marketing
of the latter's new 45 rpm disks
and changers. Paley is said to have
president to the president of the president of the president
of the president of the president
of the president of the president
of the president of the president
of the president of the president
of the president of the president
of the president of the president
of the president of the president
of the president of the president
of the president of the president
of the president of the president
of the president of the president
of the president of the president
of the president of the president
of the president of the president
of the president of the president of the president
of the president of the president of the president
of the president of the presid

Long-Playing disks.

Columbla has already gotten
Mercury, another budding firm, to
join with it in putting the 33½
sides on the market and if it can
induce the putting the state of the
induce of the putting the state
property of the color of the color
beca Records' future moves will
be minimized. Decea has not made
any decisions, according to president Jack Kapp. He prefers to
watch the situation and meanfald, which will be alive and kicking for some time yet.

But Capitol is the key. If it re-

and the period of the period o

ries are over.

That's what White and Paley have tried to do. They're now back in N. Y, and whether they were successful or not is unknown. Capitol's not saying.

Capitol's not saying.
An angle on the Columbia approach to Decca might lie in CBS deal with Bing Crosby last week.

In the Capital Crosby sat week on tinvolve Crosby's recording activities, the fact that the singer is on CBS gives the latter's exces an opportunity to talk him into talking Decca not the CBS side,

ng Decca onto the CBS side, Incidentally, while Columbia was making a pass at Capitol, Victor was making one at Mercury. Lat-ter's execs were in Camden last week again going over the Victor 45 development.

### Gordon Jenkins Into Cap, N.Y., on Strength Of Decca Disks Buildup

Gordon Jenkins' recording successes of the past year on Decader are responsible for his being are responsible for his being long to the past year of the year of t

anywhere.

Jenkins is aiready blueprinting
a show in which he will perform
his "Manhattan Towers" exactly
as it's done for the Decca album
charration, etc.), "Maybe You'll Be
There." "For You," "Temptation,"
his latest disk, etc., Charles Yates,
of Joe Ginser's Associated Bookliet, made the deal.

ing, made the deal.

Jepkins has also joined Decca
Records as a musical director in
New York. He was signed to a
New York he was signed to a
New York was a signed to a
New York was a
New

### New Life For 'Cats'

Guitarist Nappy Lamare will be for the Michael School, and the Michael School,

### British Lift Disk Ban

Settlement of the Musicans' Ann. 18.
Settlement of the American
Federation of Musicans' dispute
on recordings has been followed
by the raising of the embargo imposed in the fall of tast year by
Hardie Raticille. MU general
secretary, has advised this memhers they are now free to make
disk recordings with visiting Amerlean artists.

### Coin Ops Look **But Don't Buy At** Chi CMI Confab

Chicago, Jan. 25.
Coin Machine Institute convention
at Sherman hot institute convention
wednesses (UT-13), topped 1948
attendance figures, but apparent
decline in sales was registered during three-day meet. High cost of
iving and video received its share
of the blame.
Since most of manufacturers that
Since most of manufacturers that

Since most of manufacturers that exhibited sell through regional franchises, actual amount of contracted bix could not be determined. But complaints of general could not be determined. But complaints of general est and combiantion video and music boxes were constant. Decca, Columbia. ReA Victor. Capitol, and a few of the minor labels, received delegates in sultes at the Sherman, since some of them did not contract the contract of the contract

not set up display bootins.

Convensh had 10 foreign countries represented, including firsts for Palestine and several Central American counties. Chicagoan Harry E. Williams was elected as new prexy of CMI for 49.

### Mooney, M-G-M In Contract Scrap

Art Mooney is scrapping with M-G-M Records over whether not his contract is up in April or whether it is extended by the 11month duration of the recording ban. He's also screaming at the company's execs because Blue Barron recorded "Cruising Down Barron recorded "Cruising Down the River," a promising hit for him, which Mooney asserts is the style of music that his band has been connected with since his clicks with "Your Leaf Clover" and "Bluebird of Happiness."

"M.G.M. was not so certain about whether it could hold Mooney for the additional 11 months. That's obvious in the fact that it sought Mooney's signature on a new pact.

Mooney's signature on a new pact. Mooney, however, wants a better deal and discussions are going on. deal and discussions are going on.
As for the maestro's squawk over
Barron, it's conceded, if explanation is necessary to Mooney, that
M.G.M excess himself and reserved
the tune. It was not assigned him.
Publisher Henry, Spitzer and Reg
Connelly, British publisher, approached Barron on recording at
and he grabbed for the idea.

### Spotlite Records Joins 44c Counter Sale Trend

izing in pop disks featuring hit tunes for counter sale at 44c has come up in New York. Spotlite Records, operated by Frank J.

### Ira Arnstein's Suit Against 12 Dismissed Songwriter Ira Arnstein's recen

N. Y. supreme court action against some 12 defendants was dismissed last week by Justice Felix Ben-venga, who directed the plaintiff to serve a third amended complaint within 20 days. Affected by the court's decision were the American Society of Authors, Composers can Society of Authors, composers & Publishers, N. Y. Herald Tribune, Inc., Sigmund Spaeth, Leeds Music, Louis D. Frohlich, Herman Finkeistein, Irving Berlin, ABC Music Corp., Bregman, Vocco

ABC Music Corp., Bregman, Yococ. & Conn, and Supreme-Music. In sil Arnstein originally named approximately 50 individuals and corporations as defendants of the comparison of

### Capitol Will Back Hits with P.D. Airs To Cut Corners

The Cult Corners

Use of public domain times to back surefire platter hits, long discharged to the control of t

### **HOWARD SIGNS NEW** DEAL WITH MERCURY

Chicago, Jan. 25. Records executed a three-year contract with maestro Eddy Howard last week. Prior to the pact, Mercury had been mar-Another recording firm special- ketting Howard disks bought from

Majestic.

Deal calls for 24 sides a year, four of which will be Howard's own compositions, published by his firm, Lakeshore Publishing Co. Howard gets four cents per record in royalties. Mercury also will have a special field agent accompany Howard's orchestra when on tour, to set up local disk lockey tel-ins, retail promotions and publicity.

First release under new set-up

First release under new set-up is "Rosewood Spinet" and "Love Me, Love Me." Mercury and How-ard are also talking over leader's entry into children's record feid, where similar contract will apply.

### **Dealers Attribute Record Sale Drop** To RCA vs. Col. Confusion on RPM

Mercury LP's in 2 Wks.

Mercury Records will release its first Microgroove - Long - Playing disk in two weeks. Initial issue will consist of one 12-inch disking by the Russian violinist, David Oistrakh, of Khaehaturian's Violin Concerto.

Disk will scall for \$4.85.

meerto.

will sell for \$4.85. MerLP process is the same
used by Columbia Records.

### Disk Marts Ask Legal Help Vs.

Philatelphia, Jun. 2a.
Injunction proceedings we re
brought against a midtown music
shop to prevent price-cutting on
record sales by two rival dealers.
Judge Joseph Sloane, Common
advisement a motion for a permanent injunction to keep Richard J.
Shryock, owner of one metropolifrom selling records a field mark
from selling records a field mark
lished prices.
A temporary injunction

Ished prices.

A temporary injunction was issued Wednesday (19) after two rival dealers, Frank Ryall and Lou Witte claimed that Shryock had been cutting record prices since last June. Plaintiffs claimed this was in violation of the Federal Fair Trade Act and was also injurious to their business.

### Simon, S-B In 'Dreamer' Accord

Dispute between George Simon's publishing firm and Shapirosementein over the song "Draemer With a Penny" was resolved late Geal under which Simon retains publishing rights and S-B participates in earnings. This action followed the ratification by the Song-writers Protective Assn. of a contract between S-B and 'Allan writers.

Roberts and Lester Lee, the tune's writers.

The SFA okayed the S-B agreement only after the latter publisher had growed the series of the ser

wilson, McAllister In

New Col. Records Posts

Jeff Wilson and Ken McAllister

New Col. Records Posts

Jeff Wilson and Ken McAllister

And the been named to new posts

Jeff Wilson and Ken McAllister

And the been named to new posts

Jeff Wilson and Ken McAllister

And the been named to new posts

Jeff Wilson and Ken McAllister

And the been named to new posts

Jeff Wilson and Ken McAllister

And the been named to new posts

Jeff Wilson and Ken McAllister

And the been samed to new posts

Jeff Wilson and Ken McAllister

And the been named to new posts

Jeff Wilson and Ken McAllister

And the been named to new posts

Jeff Wilson and Ken McAllister

And the been named to new posts

Jeff Wilson and Ken McAllister

And the been named to new posts

Jeff Wilson and Ken McAllister

And the been named to new posts

Jeff Wilson and Ken McAllister

Jeff Wilson and Ken McAllister

And the been named to new posts

Jeff Wilson and Ken McAllister

Jeff Wilson

wy LP's in 2 Wks.

The controversy begin in th

### **BG To Coast After**

SHENON LANDS BIII SHANGL-KM11

LESS RODGLIS-MARKE

COUCH DE LES-MANO DISK GIIDSES-KLAI Ed Murphy-WSKR Les Malloy-KYA

mma Hughes-KSKY рег-кеу

THW-TatelaW

Black-KOKN

SVWM-uesuoy

orley-woxi

MAJA-ADE

HIM-WHI. AIIIISMS-MCRR d Malcolm-WCOP 5 Ciney

> OSGM-Sona HMAN-uost

QNIM-nothing

TAAW-renner

IAN. 22 ENDING WEEK

Z

.

Ash

0

C.

-B,dg

4 plus

Phil.

ě

ď

ĕ

×

All Rights Reser

## op Record

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

## 1/10 TENTY

	4 4 4 4 4 9	
. 1	Sy for ski	ı
	To a specific	L
	2000 5	
	25000	
	Sere se	
	att sight	ı
	60000	į
۲	the the	
2	ich o ho	٠.
	age age	ı,
3	fica to	
9	ish ing ing	
τ	sed to	0
7.	ar ar	
•	sign sign	
	ton des	1
	Se a Rise	-
	prop no	17
	Torte of	
	State Cha	
	Tage of	1
	57. th.	,
	W cene	3
	Weekly debrt of the precript on disk plockely properties as "mast sequest the series of the series	Day Mr.

vk. wk. in log	а	Label	Song	Pub.		A.	B	ıα	ď	H	A.	ı	B	B	H	v
1	ight	Decca	A Little Bird Told Me		ASCAP	8	1	7			1		2	-		
3 15	Kay Kyser.	Columbia	Columbia On a Slow Boat to China Melrose.	:	ASCAP			2			2 3			4		:
7 8	Margaret Whiting Capitol	Capitol	Far Away Places	Laurel	ASCAP		3			2					:	
1	Jo Stafford-G, MacRae Capitol	1	1:	Morris	ASCAP		2		9	1		8	4		6	2
2 21	Dinah Shore	Columbia.		Famous	ASCAP	5		7		7	3	A	2			
13 3	Bob Crosby-P. Andrews. Decca		The Pussy-Cat Song		ASCAP			:		-				3	:	:
			I've Got My Love to Keep Me Berlin.	Berlin	ASCAP	2	4 4					10		10		
10			So Tired.	Glenmore ASCAP	ASCAP	8		6.	:	:	4	1				-
C 12 13	Brother Bones:	Tempo	Sweet Georgia Brown	Remick	ASCAP			:	2		9 .	. 4				4
		Decca	Far Away Places	Laurel	ASCAP			8	10				1			-
8 10	Jark.	Columbia.	My Darling, My Darling	Morris ASCAP	ASCAP	:	6	4		4						:
6 4	ht	Decca	. Powder Face With Sunshine	. Lombardo .	ASCAP	10	:						8	2		
20 25	Blue Barron	M-G-M	You Were Only Fooling	Shapiro-B. ASCAP	ASCAP	1	:	2				6			-	:
15 4	Perry Come	Victor	The Pussy-Cat Song	Leeds	ASCAP		:	:								:
5A 19 5	Sammy Kaye	Victor	. Lavender Blue	. Santly-Joy	ASCAP					. 9	:		:		4	1
3	Lorry Raine	Coast	. Can't Sleep	Lutz Bros BMI	BMI		-	:			2					
17 9	Dinning Sisters	Capitol	Buttons and Bows	Famous ASCAP	ASCAP		1	:			:	4			3	:
21 22	Tommy Dorsey	Victor	Until	Dorsey Bros. ASCAI	ASCAP	1	1			80					9	1
40 7		Decca	Galway Bay	Leeds	ASCAP	1		:								00
6	Freddie Martin	Victor	On a Slow Boat to China Melrose ASCAP	Melrose	ASCAP	1		:			:	:	:		2	1
23 5	Dinah Shore	. Columbia	Lavender Blue	. Santly-Joy ASCAP	ASCAP	1	7	:				:	9	:		
18 7	Reggie Goff	London	I Love You So Much It Hurts Melody Lane BMI	Melody Lane	BMI			;	4						:	9
2	Tommy Dorsey	.Victor	. Down By the Station	Am. Acad ASCAP	ASCAP		6	:			2		:	9	1	:
41 2	. Lee			Leeds	ASCAP		:	ŀ	8							:
8	Slim Gaillard	M-G-M	the Station	Am. Acad ASCAP	ASCAP		:			2		5			:	:
27 27		. Capitol	d	Glenmore ASCAP	ASCAP		:		1				8			:
-		Mercury	Rosetta	Mayfair.	ASCAP	-										:
-		M-G-M		Vogel	ASCAP				-							
-	Tommy Dorsey.		Fall?		ASCAP		:				:			. 1		
1		a d	Me	1	ASCAP										1	:
0	neien Commen	-1	Buttons and Bows	Famous	ASCAP			:			1			4. 5.4		:
7 00		:1	. Don't Gamble With Romance	Southern.	ASCAP		1									
. 00		Commission	I Only Have Kyes for You	Remick	ASCAP			:			4					
		. Victor	way Places	Laurel	ASCAP			:							9	7
29 2	vera Lynn	-1	**************		ASCAP							2				
		London.		Mutual	ASCAP		:			:						C
67 13	Andrews	. Decca		Peer-Inter. BMI	BMI		:	:								:
			:	T.B.Harms ASCAP	ASCAP		2	:								
1		Victor	Red Roses for a Blue Lady	. Mills	ASCAP	4	:	10		:			1		:	:
12 12	Paula Watson	9		Bourne	ASCAP		1	:	6	:	3	:				1
-	Vaughn Monroe	.Victor	ve	Paramount. ASCAP	ASCAP			:	:	:	:	:	:		:	8
33 3		. London	Forever and Ever	Robbins	ASCAP				:		1	:	:			1
1	Vaughn Monroe	.Victor	Victor Melancholy Minstrel	Jefferson	ASCAP		6				1		:		1	
	Ray Anthony	Signature	Gloria	Rene	ASCAP			9	1			1				-
50 4	ond	M-G-M	Tarra Ta-Larra Ta-Lar	rd	ASCAP											1
43 2	Buddy Clark	. Columbia	Columbia It's a Big Wide Wonderful World . BMI		BMI								1			1
1	Sammy Kaye	.Victor	Victor A Rosewood Spinet	Shapiro-B. ASCAP	ASCAP										1	1
1	Frank Sinatra	.Columbia	. Sunflower	Famous	ASCAP			-						9		-
73	ut.	M-G-M	As You Desire Me	Words-Music ASCAP	ASCAP				4		1					1
	2.0	Mercury		Morris	ASCAP		-	:								
52 2		Decca	ng in My	Heart. Advanced	ASCAD		-				1					
	Comment of the commen				ASCAL						1				2000	

### 'RH' Logging System

Richard Himber's new development in logoing broadcast performance lists tunes in the survey, bead on four major network schedules. The survey of the survey Week of January 14 to January 20

Publisher

Song Pts.	٠.
A Little Bird Told Me—Bourne	.1
Here I'll Stay-*"Love Life"-Chappell	1
My Darling, My Darling-*"Where's Charley"-Morris 200	d
Buttons and Bows-†"Paleface"-Famous	
A Bluebird Singing in My Heart—Advanced	d
On a Slow Boat to China-Melrose	Н
Far Away Places—Laurel	
Hold Me—Robbins	
Tara-Talara-Tala—Oxford	1
You Were Only Fooling—Shapiro	
Tve Got My Love to Keep Me Warm-Berlin	
So In Love-*"Kiss Me Kate"-T. B. Harms	1
Until-Dorsey Bros	1
Little Jack Frost Get Lost-Spitzer 96	
I Love You So Much It Hurts-Melody Lane 96	d
By the Way-+"When My Baby Smiles At Me"-BVC 92	1
Galway Bay-Leeds 87	И
My Own True Love-Paramount	١.
Brush Those Tears From Your Eyes—Leeds	
Lavender Blue- "So Dear To My Heart"-Santly 80	
Cuanto Le Gusta—†"Date With Judy"—Southern 79	
Down Among the Sheltering Palms-Miller	
In the Market Place of Old Monterey—Shapiro	
Maybe You'll Be There—Triangle	
Powder Your Face With Sunshine-Lombardo	
Clancy Lowered the Boom-Kenmore 65	
Bouquet of Roses-Hill & Range	
That Certain Party-Bourne 60	
The Pussycat Song—Leeds	
One Sunday Afternoon-†"One Sunday Afternoon"-Remick 57	
For You-Witmark 56	
Rosewood Spinet—Shapiro-B	
Bella Bella Marie—t"Melody Man"—Leeds	2
What Did I Do- "When My Baby Smiles At Me"-Triangle 47	1
The Money SongCrawford	1
I Don't Want To Meet Any More People—Dreyer	2
Pretty Baby-Remick	
Say It Isn't So—Berlin	
Senorlta—†"Kissing Bandit"—Feist	
City Called Heaven—Warren	
It's a Big Wide Wonderful World-BMI	
I Got Lucky In the Rain-+"As the Girls Go"-Sam Fox 31	
I Wish Somebody Cared Enough to Cry-London 28	
Lillette—Jefferson 27	
Look Un-Patmar	
Sunday In Old Santa Fe-Pemora 20	
Down By the Station-Amer. Acad	
You You You Are the One-Campbell 24	
Sunflower—Famous 2	1

### **Jocks and Jukes**

face, too, slikily putting the flow jump backing. Reverse ties Miss and cords to a tune that isn't up to the performance it gets.

It is a proper to the performance it gets.

It is a proper to the performance it gets.

It is a proper to the performance it gets.

It is a proper to the performance it gets.

It is a proper to the performance it gets.

It is a proper to the performance it gets.

It is a proper to the performance it gets.

It is a proper to the gets and the proper to the performance in the

### Best British Sheet Sellers

Best British Sheet Sellers

(Week ending Jan. 13)

Buttons and the sellers

Buttons and the sell

Total

### Ban Catches Up On **Artists' Contracts**

The 11-months duration of the recording ban lifted last month by the American Federation of Multiple of the American Federation of Multiple of the Pederation of Multiple of the Pederation of the English of the Englis

At any rate, there have been several arguments over the situation. The AFM has not issued a hard value. The AFM has not issued a hard value. It has more or less ruled that it is up to the artist and the recording company to get together the brought to it for adduction, the AFM has said that where on agreements regarding the 11 months existed, contracts should expire on the proper date.

### MORRIS TO RUN NEW LEE-BARBOUR FIRM

LEE-BARBOUK FIRM
Delywood, Jan. 25.
Peggy Lee and Dave Barbour have inactivated their own pubbers, Barbour-Lee Music, as a result of a new deal worked with a pubber and the second of t

who he a smaller cut man cousea. In establishing Orlole, Morris put Miss Lee and Barbour under pact to publish through the firm anything they write within the next two years. More automatically considered in songs either written by their or popularized by them on Capitol Records. "Mannan," one of last year's big hits, which was premain in that catalog.

### Cap Suit on Bldg. Lease

containing files of the season of the season

### Songs with Largest Radio Audience

The top 30 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast Over Radio Networks. Published by the Office of Research, Inc., Dr., John G. Peatman, Director.

Survey Week of January 14-20,	1949
A Bluebird Singing In My Heart	Ramma
Bella Bella Marie-†"Melody Man"	Leeds
Brush Those Tears From Your Eyes	Leeds
Buttons and Bows-+"Paleface"	Famous
By the Way-+"When My Baby Smiles at Me"	BVC
Cuanto Le Gusta-†"Date With Judy"	Southern
Far Away Places	Lourel
Galway Bay	Loods
Here I'll Stay-*"Love Life"	Channell
Hold Me	Dabling
I Don't Want To Meet Anymore People	Dreven
I Love You So Much It Hurts	Malady Fame
In the Market Place of Old Monterey	Chaping D
Whatcha Do Whatcha Got— "So Dear To My He	- Shapiro-B
I've Got My Love To Keep Me Warm	art Santiy-Joy
Lavender Blue—†"So Dear To My Heart"	Cantle Van
Little Jack Frost Get Lost	Sanuy-Joy
Maybe You'll Be There	Spitzer
Maybe 100 H Be There:	Triangle
Missouri Waltz	Foster
My Darling, My Darling-*"Where's Charley".	Morris
My Own True Love	Paramount
On a Slow Boat to China	, Melrose
Powder Your Face With Sunshine	Lombardo
Pussy Cat Song	Leeds
Say It Isn't So	Berlin
So In Love-"Kiss Me Kate"	Harms
Tara Talara Tala	Oxford
Until	Dorsey Bros.
You Were Only Fooling	., Shapiro-B

The remaining 2t 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.	tteacurent, Inc.,
Bouquet of Roses	Hill & Range
City Called Heaven	Warren
Down Among the Sheltering Palms	Miller
Down By the Station	American
For Von	Witment
For You Green-Up Time—†"Love Life"	. Withark
I Got Lucky In the Rain—*"As the Girls Go"	Chappen
I Got Lucky in the Rain "As the Girls Go"	rox
I Wish Somebody Cared Enough To Cry	London
In My Dreams	. Beacon
It's a Big Wide Wonderful World	. BMI
It's Too Soon To Know	, Morris
My Dream Is Yours	. Witmark
One Sunday Afternoon- "One Sun. Afternoon" .	Remick
Portrait of Jennie	Warnow
Pretty Baby	Remick
Rosewood Spinet	Chanina D
Silver Wedding Waltz	Moguli
That Contain Dark	. Moguii
That Certain Party	Bourne
Twelfth Street Rag	Shapiro-B
What Did I Do-+"When My Baby Smiles"	. Triangle -
The state of the s	7 - 1
• Lenit Musical • Filmusical	

### On the Upbeat

New York

namager Cartos Castel to set up a we firm, Oriole Music. Selling the Music Selling Music M

February prior to a picture stint with Columbia early in March.

Col. Records Tussle In

Sarah Vaughan, Musicraft Records, and Columbia Records are all

involved in a tussle over her re-cordings. Miss Vaughan recently

claimed Musicraft had breached a

contract that has 18 months to go,

contract that has 18 months to go, and sued the company for unpaid royaliles. Meanwhile, she and her manager have been negotiating a deal with CRC. But the latter is wary of signing her for fear that the Musicraft agreement is not clearly cancelled.

clearly cancelled.

Musicrat asserts in answer to the singer's suit that the main point of argument, unpul droyalties, were considered to the singer's suit that the same point of the singer's suit that the statement was not edged that the statement was not time as per the contract, however. Musicraft also contends that the suit of the singer of the s

**Emerson Exits Metrotone. Buys His Contract Back** 

Jack Emerson, who started 'Hair of Gold' via a Metrotone

disk, severed connections with that company last week. In a dispute-with the label for weeks, Emerson ended the tie by buying his con-tract back. It had a year or so to go.

Contract Breach Claim

### Fred Waring Showcases **Untried Tunes, Spotlights** Contact Men on Airer

Fred Waring began spotlighting usic contact men as well as new Fred Waring began spollghting music contact men as well as new songs yesterday (Tuesday) on his five-times-weekly NBC broadcasts (10:00 g.m.). Mosetto, who rarely broadcasts of the past, has developed an idea under whiel each tresday's broadcast will feature pop tunes which have never been submitted for the consideration of weekly will be discussed between him and the publisher's representative who is assigned to contact him.

tact him.

Idea is set up so that neither
Waring nor the men in his band
know what new songs are, to be
presented. Tunes are selected, by
the selection of the selection of the selection with a "spare," or fourth man
on tap cach week in case one of
the selection three fails to show,
cast a number of professional copies, which are distributed to Waring's musicians before the show,
Songs tempsieves are cleared for
than Waring.

### Universal Debuts New 2-Song Disk at 79c

Chicago, Jan. 25.
Universal Records' new Double Feature label, with two songs to a side, is set for immediate release.
DF Label will retail for 79 cents, same price as regular-Universid disks, with distribution being handled by James Martin, Inc. Chi disk distrib.
While no cherry.

While no changes are necessary for radio stations or home phonographs, a new type needle is needed for juke boxes.

Siritzky International is preeming its French "Man to Men" ("D'Homme a Hommes"), at both its Ambassador and Elysee theatres, N. Y., in mid-February. A Jean Louis Barrault starrer, the film concerns the founding of the Red Cross.

From the Current WALT DISNEY Hit Picture

A Beautiful Ballad

### SO DEAR TO MY HEART

SANTLY-JOY 1619 Broadway EDDIE JOY, Gen. Pref. Mgr.



FRANKIE LAINE CHESTERFIELD SUPPER CLUB

RCA VICTOR RECORDS

### RETAIL SHEET BEST SELLERS

VARIETY

Survey of retail sheet music sales, based on reports obtained from leading stores in 12 cities and showing comparative sales rating for this and last week.

week Ending JAN. 22 Title and Publisher	New York, MDS	Chicago, Carl Fischer	Los Angeles, Morse M. Prec	Boston, H. N. Homeyer	St. Louis, S. L. Music Suppl	San Francisco, Pacific Coast	Indianapolis, Pearson	Detroit, Grinnell's	Kansas City, Jenkins Music	Philadelphia, Charles Dumo	Minneapolis, Schmidt Music	Seattle, Capitol Music Co.	TOTAL POINTS	
"Buttons and Bows" (Famous)	4	2	1	- 5	1	2	3	2	1		1	1	98	
"A Little Bird Told Me" (Bourne)	. 5	1	7	9	4	3 ·	1	1	6	2	2	3	88	
"Far Away Places" (Laurel)	1/	7	3	1	6	4	4	3	4	3	4	- 5	87	
"Slow Boat to China" (Melrose)	6	- 5	4	2	2	1	8	5	2	7	7	2	81	
"Lavender Blue" (Santly-Joy)	3	3	.9	6	5	7	2	.9.	5	9	3	7	64	
"My Darling, My Darling" (Morris)	10	. 6	2	7	3	5	5 .	4	8	- 8	6	4.	62	
"Powder Your Face" (Lombardo)	2	4	7.1	3	8		1.50	8	9.	4			39	
"Galway Bay" (Leeds)	8	9	6	4	10	10	6				- 5	4.	37	į
"Cuanto Le Gusta" (Peer-Inter).			- 5		7	6	.,		. 8.			6	23	
"You Were Fooling" (Shapiro-B).			. 8		9	8		A.	. 7	500	29.5	8	.15	
"Again" (Robbins)								· · ·		1			10	
"Until" (Dorsey Bros.)			٠			9		. 7			8		. 9	
"So Tired" (Glenmore)	9	125					240	6	24			1.	. 7	
"Red Roses for Blue Lady" (Mills)	117				44.		7	300		10	9		6	
"Best Years of Lives" (Robbins).			1.	4.3		1.00		1.1		5			6	

### To Control Band Managers

11

12

Hollywood, Jan. 25. Hollywood, Jan. 25.
Coast band managers are uneasily watching Musicians Local 47's
campaign to enlist in AFM ranksthe personal managers of bands
and combos. They fear the nextstep is a union ukase preventing
managers from collecting more
than 5% of a musical combos
carrilags.

earnings.

APM has always liked to be-lieve that that figure is all a man-ager gets although very few re-ceive only that minimum amount. Most managers account for addi-date in many ways, promotes, publicizes, etc. However, who James C. Petrilio started out after booking agencies a few years ago, made it stick.

New campaior for members.

he laid down the 10% law and made it stick.

New campaign for members follows a recent Local 47 decision wave numerical and non-commercial units, the union should extend its look but do exert authority or inclusion on the Union's list and non-commercial units, the union should extend its look but do exert authority or inclusion on the Union's list and non-course from the inclusion of the Union's list and non-course from the inclusion of the Union's list and non-course from the played football with him.

Roy Eldridge, sepla trumpeter, list and cinemas here. Union's the manager of the list character of the list character of the list Carpenter orth. Others of

### House-Built Leeds Plugs

House-Dull Lectus Fillys
Don Jensen, local representative
of Leeds Music, takes care of his
own plugs and gets paid for it.
Short time ago Jensen contacted
the producers of Don Ameche's
transcribed show for Lucky Strike
(3:304 p.m. CBS five days weekly)
tooking, for a plug on "Galway
sales laddes pop climbing up the
sales laddes pop climbing up the
sales laddes to the show surgested

sales ladder.

Producers of the show suggested that Jensen sing the song himself since he's an ex-band vocalist and get the plug over the way he wanted it done. He made the disk and on top of getting the plug drew \$50 for it.

Mills Music picked up western hemisphere rights to Donald Phil-lips' "Cuban Holiday" from Law-rence Wright Music Co., Ltd., com-position's original publisher.

### Coast AFM Branch Moves Aussie Musicians Union **Banning Imported Talent**

Sydney, Jan. 19. Edict by Aussie Musicians Union Edict by Aussie Musicians Union will dony membership to musi-cians from abroad, exces claiming that presently Aussie members can't find fulltime employment.

can't find fulltime employment.
Frank Kitson, prexy of the
union, said that the redlighting
was not imposed because of any
racial discrimination but, in an endeavor to stop the home market
becoming swamped with talent
from abroad Kitson said his union
aimed at maintaining a membership consisting of 90% Aussie and
10% Deltish who have resided here
10 11 years.

for 10 years.

Union is also strongly opposed to the overplay of wax via commercial and non-commercial units. Will not record music for the air-waves unless such ecordings are destroyed after one performance, the wants more members employed in both radio and chemas here.

### Univ. Asks Possession of

Universal Resources Universal Resources and Part Liniversal Resources filed pertition of the Resources of Research Resources and Resources and

contract with old Vitacoustic disk-ery.
Platters requested include top sellers. "Peg O My Heart" and "Peggy O'Neill," Meanwhile, Uni-versal plans to release a Harmoni-cats album next week.

### RCA Signs Bill Lawrence

RCA. Migns Bill Lawrence
RCA. Victor last week signed Bill
Lawrence, the young new singer on
Arthur Godfrey's radio and TV
shows. Before the signing, however, Victor and McG-M Records
played football with him.
Signing howplayed football with him.
Signing howhow the word of the disk ban. Then
the Hifting of the disk ban. Then
the Hifting of the disk ban. Then
the disk ban. Then
how the disk ban. Then
how the disk ban. Then

2.100

900

### 7 Harmonicats Masters

to go.

Actually, Emerson bought peat, but in an unusual way. Metrotone owed him some royalties. Instead of drawing the full amount due, he accepted a portion, said to be about half, plus his agreement. Start off the New Year with this big novelty hit.





### I'M IN THE MOOD FOR LOVE

Music by . . . JIMMY McHUGH ROBBINS

LAUREL MUSIC CO. 1619 Broadway, New York

### Emil Coleman\* ... Waldorf (400; \$2) ...

### Frankie Carle ... Statler (450; \$1-\$1.50) ...... 4 1,600 \* Waldorf, Dorothy Shay, Jim my Carroll, New Yorker, ice revue. Chicago

Barclay Allen (Empire Room, Palmer House, 550; \$3.50 min. \$1 cover).

Evelyn Knight charming conventioneers to tune of 4.100.

Evelyn Knight charming conventioneers to tune of 4.100.

Inches the state of the covery of the covery. Weather nicked here slightly. Still note. 2700.

Let 700; \$1.20 covery. Weather nicked here slightly. Still note 2700.

Let 700; \$2.50 min. \$1.50 cover).

Letter Cole and Debutantes; steady 1,800.

Eletter Cole and Eletter Cole and Eletter Cole; 300.

Frankie Masters (Boulevard Room, Stevens, 650; \$3.50 min. \$1 cover).

Continued fine 3,700.

Los Angeles

Carl Brisson, Freddy Martin (Ambassador, 900; \$1.50-\$2). Nice 3,800. Jan Garber (Biltmore, 900; \$1-\$1.50). Good 3,300.

### Location Jobs, Not in Hotels

Cee Davidson (Cher Parce, 506; \$3.50 min.). Ted Lewis show kept ropes up all week; big 6,000. Eddy Howard (Aragon; \$1.41.15 adm.). Cold spell cut slightly during week, but still hot to 19,500. All Kessel Blackhawk, 500; \$2.50 min.). Out-of-Jowners like this facely the color of the color of

Tex Beneke (Palladium B., Hollywood, 5th wk.). Okay 7,500.

### Petrillo Boosted His D. C. Popularity Hooper Via Inaugural Chores

VI Inaugura Linotes

James C. Petrillo, American Federation of Musicians Bead, is one
eration of Musicians bead, is one
of Freeident Truman's inauguration ciclebration a lot more popular than he went into it. As a
time of the company of the com

ington observers.

Up to last week, the AFM prexy was regarded in Washington as a troublesome, unreasonable labor leader when the labor leader leader labor labor

chestic, and the like.

Today he is known as the man who lined up the various fop name bands-which played the Inaugural Gala and Inaugural Ball and who saw, that they were paid, without the money coming from the limited funds of the D. C. Inaugural Committee. He also provided a snappy APM nost for the committee and the production of the committee of the committ

### Coin Boost Bid Rejected By Mpls. AFM Execs

By Mpls, AFM Exces.
Minneapolis, Jan. 25.
Apparently taking cognizance of business conditions in 'various spots that use music, the local arm of the American Federation of Musicians last west, relected a recommendation of the contract of the local.
Murk explained, however, that the local's executive board is making a study of conditions to decrease in certain classifications.

Johnny Long recorded a special tune titled "Listen to Lacy," which Jack Lacy, WINS, New York, disk jockey, will use as his opening and closing theme. Long cuts for Sig-

### A DREAM OF A LULLABY

OXFORD MUSIC CORP.

It's a Dilly!

Santly-Joy, Inc. 9 Broadway, New York

### RETAIL DISK BEST SELLERS

Shop

VARIETY Survey of retail disk best sellers, based on reports ob-tained from leading stores in 12 cities and showing com-parative sales rating for this and last week.

**Week Ending** 

JAN. 22

National

Rating

2

-Oavega

Fork

Music Co. (Sherman-Clay) (Central Radio) Co 8 ansas City-(Jenkins Louis-(S. S. san Francisco-Antonio

Seattle-(Sherman-Clay) This Last 807 Artist, Label, Title EVELYN KNIGHT (Decca)
"A Little Bird Told Me"

KAY KYSER (Columbia)
"On a Slow Boat to China" 2 3 2 "On a Slow Beat to China" DINAH SHORE (Columbia "Buttens and Bows"..... 3 2 "Buttens and Bows".

MARGARET WHITING (Capitol)
"Far Away Places".

EVELYN KNIGHT (Decca)
"Powder Face With Sunshine". rowder race with Sunsaine.
BING CROSBY (Decca)
"Far Away Places"
JO STAFFORD-G, MacRAE (Cap)
"My Darling, My Darling",
BING CROSBY (Decca)
"Galway Bay". LES BROWN (Columbia)
"I've Got My Love to Keep Me"
RUSS MORGAN (Decca)

12 "So Tired SAMMY KAYE (Victor)
"Lavender Blue" "Lavender Blue"
DINAH SHORE (Columbia)
"Lavender Pi---11A 10 11B 15 17 "Red Roses for a Biue Lady".

BLUE BARRON (M-G-M)
"Cruising Down the River".

JO STAFFORD-G. MacRAE (Cap
"The Pussy-Cat Song".

14A 14 FREDDIE MARTIN (Victor)
"On a Slow Boat to China". 14B

C. MIRANDA-ANDREWS SIS (D)
"Cuanto Le Gusta"

RAY NOBLE (Victor)
"Lady of Spain"

"Lady of Spain"..... EVELYN KNIGHT (Decca) "Buttons and Bows"... 16B 15 "Buttons and Bows".

FREDDY GARDNER (Columbia)
"I'm in the Mood for Love"...

TOMMY DORSEY (Victor) 16C .:

TOMMY DURSEX (VICtor)
"Down By the Station".

INK SPOTS (Decca)
"You Were Only Fooling"
GUY LOMBARDO (Decca) 16D 19 16E 17A 19

"The Birth.of the Blues", .... BLUE BARRON (M-G-M) "Powder Face With Sunshine"

SIS. ROSETTA THARPE (Decca)
"High Above My Head".....
MILLS BROTHERS (Decca) 18B 13

Columbia

KAY STARR (Capitol)
"You Were Only Fooling"

FIVE TOP ROSES IN I CAN HEAR IT WORDS AND AL JOISON ALBUM NO. 3 dward R. Murro Frankie Carle Varied Artist ALBUMS Voughn Monroe Al Joison

Tops of the Tops

Victor

Retail Disk Seiler "A Littie Bird Told Me" Retall Sheet Music Seller "Buttons and Bows" "Most Requested" Disk "A Little Bird Told Me" Seller on Coin Machines 'A Little Bird Told Me"

Best British Seller "Buttons and Bows"

LONG LEASE

On the Upbeat Continued from page 47

continued from page 41

man Donnell, former general manager of Inland Trading Corp.,
joins staff of Consumers Aid, Inc.,
store broadcasting music service,
for Chinage of Consumers and Concert during February in Full conforders show, starting Friday (28)

Elbel Waters, accompanied by
Fletcher Henderson, set for oussets
30. Sugar Chile Robinson, child
duzz plants, set for Lake Club,
Springfield, Jan. 28 for one week
bottam tollow Herble Fields into
Silhoust Club, end of Feb.

Pittsburgh

Pittsburgh

Pittsburgh
Roy Eldridge back to Carnival
Lounge, Feb. 14, to sit in with
Deuces Wild while trombonist
Tommy Turk goes out again on
the Philamennel Carnival
Language and Carnival
Cambell, former trumpeter with
Baron Elliott and Luke Riley's
Casino house band thus Chadvy
Casino house band with Schadvy
Language and Carnival
Language

Columbia

Tooter and Music Fired

M-G-M

2 Ways, Boss Booked Harold Heldt, St. Paul bar opera-tor, was booked for investigation when he fired a musician and al-legedly "fired" his music.

legediy "fired" his music.

Walter Tritchler, drunmer, complained that after Heldt axed him he burned up \$100 worth of Tritchler's music in the furnace.

### AFM Local 47 Okays Cut Scale, Fewer Men For Annual Oscar Set

For Annual Oscar Set
Hollywood, Jan. 25.
Johnny Green's impassioned oratory will save the Academy of Mosmost sill, 2000 of the 1849 Oscar
Berty bis run on the small track at
the Academy Awards theatre as is
now scheduled. Green, musical
new scheduled. Green, musical
action of Musicalans to the Academy Awards theatre as is
now scheduled. Green, musical
now scheduled. Green for the
now scheduled.
Figuring in the pitch was the
recurrent of the scheduled of the
forest control of the scheduled.
Figuring in the pitch was the
forest control of the scheduled of the
scheduled of the scheduled of the
forest control of the
f

to \$2,612.

Last year, in the mammeth Shrine Auditorium, Ray Heindorf Led 67 musiclans who received \$210 each, including pay for 11 hours of rehearsal. Tab came to slightly more than \$14,000.

Until Green made his pitch, stressing the Acad's need for community of the community

21

12

10

10

10

9 9

8

Decca

### Japs Disked 12.000.000 In '48; Columbia Leader

Tokyo, Jan. 18.

Jap record industry turned out
12,000,000 disks in 1948, recent
survey shows. At least 80% was
modern music, mostly fazz. Japan
Columbia led the trade with 700,000 coples, of which the popular
"Tokyo Boogie-Woogie" sold more
than 100.000.

"Tokyo Boogie-Woogie" sold more than 100,000.
Other figures Include: Japan Victor Co., 300,000; King Record Co., 300,000; Telchiku Co., 300,000; Polydor Co., 70,000 to 100,000.

### HIT SONGS FROM M-G-M's The KISSIN

SENORITA

FRANK SINATRA VIC DAMONE JACK SMITH Conit

WHAT'S WRONG WITH ME VAUGHN MONROE RCA Victo

DENNY DENNIS

PATTI PAGE

### IF I STEAL A KISS

RCA Victo VAUGHN MONROE. ANDY RUSSELL Capital JOHNNIE JOHNSTON

LEO FEIST

### AVAILABLE FOR IMMEDIATE SALE

One of Jacksonville Florida's Finest Equipped Cocktail Lounges

> Can Easily Be Converted Into a Theatrical Or Music Bar

GOOD LOCATION

PRICED RIGHT

For Information - Call - Write - Wire

JOE KRESTUL-618 West Adams St. Jacksonville, Florida Phone:-4-0171 or 4-0172

America's Foremost Connedy Instrumentalists

KIRBY STONE

Quintents

Featuring COW EYES

Currently FRANK PALUMBO'S

CIRO'S, Phila.

Exclusive Management

Exclusive Management
ASSOCIATED BOOKING CORPORATION

JOE GLASER, Pres.
New York Chicago Beverly Hills
745 5th Ave. Pl. 9-4600 703 No Wabosh Mazz. Fl Box.W L. Fl.

### ...... VARIETY SONG CAVALCADE

\*\*\*\*\*\*\* (Musical-Historical Review: 1800-1948) \*\*\*\*\*\*\*\*

Compiled for VARIETY

Complied for VARIETY

By JULIUS MATTFELD

(Copyright, Veriety, lies, All Rights Seasowed)

(Copyright, Veriety, lies, All Rights Seasowed)

gends and other basic background information, attendent to the complication
presentation, operand in the GCA, 6, 1946, issue when the Variety Song
schools started positionion estably, it is suggested that these formalisments he
and call filled for that the first that the material is copyright and may not
uproduced either wholly or in port.

(Continued from Last Week)

(Corinoud from Let West)

1889

I Newer Drank Behind the Bar
The McSorleyd, w, Edward Harian, m, David Braham. Wnt. A
Profit & Co., cop. 1882

Berna Co., cop. 1883

Berna Co.,

Braidin.

1882. Ally's Row of Flats, w., Edward Harrigan, m., David Braham.

Wm. A. Pond & Co., cop. 1882.

When the Clock in the Tower

Strikes Twelve. w., Edward Harrigan, m., David Braham. Wm. A.

Pond & Co., cop. 1882.

Mrs. (Lily) Langtry made her American debut at Wallack's The-atre, N.Y.; as Hester Grazebrook in "An Unequal Match," followed by the role of Rosalind in "The

"An Unequal Matten, the role of Rosalind in "The Honeymoon." A Rosalind in "The Honeymoon." And the role of the ro

Oscar Wilde, the English author and esthete, began lecturing in Chickering Hall (lectures and ad-dresses, especially by visiting Eu-ropeans, were highly popular at

dresses, coperations are this time). were highly popular actilistime). "East Lynn" (with Ada Gray), "Far from the Madding Crowd" and "Esmerelda" were popular.

1883
Marguerite. w., m., C. A. White. ston: White-Smith & Co., cop.,

Marguertte. Co., cop., 1883. My Dad's Dinner Pail (Cordella's Aspirations). We Edward Israel Pool & Co., cop., 1883. My Dad's Dinner Pail (Cordella's Aspirations). We Edward Israel Pool & Co., cop. 1883. Strolling on the Brooklyn Bridge, W. George Cooper. m., Joseph P. Skelly. Richard A. Saalfield, cop.

1883.
When the Mists Have Rolled Away. Hymn. w., Annie Herbert. m., Ira David Sankey. Cop. 1883, by Ira D. Sankey.
When the Robins Nest Again. w., m., Frask Howard. T. B. Harms & Co., cop. 1883 by J. F. Martinda's.

At a time when gastronomic de-lights were highly prized, one W. S. Walcott at two qual daily, be-tween 4 and 5 p.m., for 30 or tween 4 and 5 p.m., for 30 or remotely approached. The-Brooklyn Bridge opened, at-tracted vate crowds, and had to be altered at the approaches when in a critish were trampled to doubt in a critish were trampled to doubt

to yeoupe were trampled to death in a crisis.
In a crisis.
To grave adopted standard time.
Congressed of the year was Bread-winners' by an anonymous author later discovered to be John Hay who, in 1898, became Secretin 1890.
In New York the Metropolitan Opera House was dedicated.
Mrs. Cyrus Curtis founded The Metropolitan Congression Congres

Cincy Starts a Trend

Cincy Starts a Trend
Here's a good example of
why music publishers go mad
in such an unpredictable business, Some time ago, a putsch
you begive hee," by the Words
and Music catalog, owfed by
Cork O'Keefe and operated for
him by Dave Dreyer, Vaughin
for Yielon, Tony Martin for
Mercury, etc. Nothing happened.

Mercury, etc. Nothing hap-Bec ently, Paul Dixon, WCPO, Cincinnati, disk jockey, began spinning a version re-leased only a little while ago Falligant. He got big request action out of it and the sti-nab begun spreading to the has begun spreading to the has begun spreading to the is being reissued and so is Martin's (he's now on Victor), and Decca is having if cut by the lak Spots.

Classon Bellany and Harry Paulton. m., Edward Jakobowski, IPsoduced in New York, May 10, 1886.

What the Dicky-Birds Say (Ernale). w., Classon Bellany and bowald, IPsoduced in New York, May 10, 1886.

On Bedies's Island, N. Y., the Statue of Liberty, Frances gift to Inthe Southwest, the Apaclie Indians buried their hatchets and ever over.

Anarchist riots in Chicago (Haynarket) resulted in several deating followed by convictions and hangThe United Mine Workers opin. Republic auspices at: Tonawanda,
Oliver Wendel Holmes "A Mortal Antipathy" appeared, as also
Mark Twains "Adventures of
Huckleberry Finn."
Chauncey Olcott was starring in
The Insh Artist.

"The Insh Artist."
Ora With the failure of the fine
of Grant & Ward.
Tornadoes killed several hundred persons and destroyed 10,000
buildings.

gs. The United Mine Workers organ-

dred persons and destroyed 10,000 bluildings.

1885

At the Cross, Hymn, w. Isaac Watts m., R. E. Hudson, cop. 1885 by R. E. Hudson, cop. 1887 by R. H

1887.
Louis Keller began publishing the Social Register, the blue book of American society.
Via the Dawes act the Indians became U. S. citizens and were allotted land in Individual holdings:

Opera House was dedicated.

Mrs. Cyrus Curtis founded The
Laddes Home Journal of white
Laddes Home Journal of the
Laddes Home Journal
Life West Show.

Joseph Pulitzer bought the New
York World from Jay Gould, and
Jonnellately started campaigning the
Laddes Home Journal
Life and Laddes Home Journal
Life Home Lord
Life Ho

### RH Tele-Log

Following is tabulation of song performances on New York television networks NBC, CBS, ABC and Dullont. They are based on ratings of seven-top shows: Texaco (Nitton Berle) 80; Chesterfield (Arlung God, frey) 55; Emerson ("Toast of the Toun") 50; Chevrolet, 30; Kraft, 30; Chesterfield (Perry Como) 25; Arrows Shirt, 25.

Chesterfield: (Perry Como) 28; Arrons Shirt, 28.

Week of Jan. 13 to Jan. 14 Week of Jan. 13 to Jan. 19

### Inside Orchestras-Music

LIBORUC VICINGUI GO TIRLUNC.

Leeds Music men blew their stacks last week and cancelied subscriptions to Peatman, RH and Accurate Reporting radio performance measurements of the performance measurements. The performance measurements of the performance measurements of the surface state of playing one of his own Decea recordings of the song on the transcription, and singing along with it, meanwhile making comments about the disking. Accurate, which logs N. Y. chain plugs and supplies the info to Peatman and RH for their national compilarations, called the plug a "Dackground" performance because of Crosby's and will give proper credit next week. RH, meanwhile, had heard Leeds' complaint and moved "Galway" up to where it would have been had the plug been okayed.

had the piug been okayed.

That exclusive rights to mechanical reproduction in the U. S. often depend upon Presidential proclamation when the original copyright was obtained in a foreign country was again pointed up by a recent decision of the U. S. Circuit Court of Appeals in affirming a ruling of a lower district court. in deedding an appeal from a dismission of an incorrect court of the court had been decision of the U. S. and Brazil that one recording companies, the high court held that the action should be defined since reciprocal literating conditions between the U. S. and Brazil had not been determined by Presidential proclamation. Suit involved the number, "Tico Tiço No, Fuba," composed by a Brazilian and copyrighted under the laws of that country and in accordance with the Buenos Artes convention of 1910.

Apparently no one likes "Boys and Girls Like You and Me." Nothing personal, of course. But the Rodgers-Hammerstein tune of that title has been kicking around for more than six years without ever getting anywhere. Originally penned for "Oklahoma!" it was yanked from the musisomedy in the original trimming. Metro bought it in 1943 for the film "Meet Me In St. Louis," but it wound up on the cutting room floor, even though it did manage to find its way into the Deca album of songs from the ptc. Few weeks ago, MCM tried again with Ball Game." But—you guessed it—when the film came out of the cutting room "Boys and Girls" was on the floor again.

Affred Newman can probably sue himself for plagiarism after a songwriting stint at 20th-Fox. Script of "Come to the Stable" calls for thesp Hugh Marlowe, playing a songwriter, to be accused by a group of nuns of using a hymn as basis for a pop tune. To make it authentic, Newman worked with church music authority. Roger Wafner for a month, digging into old Latin manuscripts and finally wrote a chart based on others centuries old. Then Newman jazzed it up into modern format and Mack Gordon turned out lyries for it. Tune is called "Through a Long and Steepless Night."

Writing some in unterpress regime.
Writing some 10 numbers for General Amusement's recent talent show.
"Theatre 49." proved the springboard to a pahr of exclusive contracts with Mills Music for songariths Richard Adler and Phillip Springer.
Both cleffers were handed two-year tickets by company prez Jack Mills, who also took their "Feelin" Like a Song" along with "One Easter Mornin" for publication. Son of pianist-teacher Dr. Clarence Adler, Richard Adler was represented on Broadway last year as one of the producers of "On Whitman Avenue." Springer has the music for last year's Columbia University sursity show to his credit.

Care with which James C. Petrillo is screening applicants for record-Care with which James C. Petrillo is screening applicants for recording franchises is demonstrated by the extent of negotiations with Exclusive Records. Coast label dickered with the AFM chief for 2d days before getting a five-year ticket. Petrillo is serutinizing each applications of the property of

Pied Pipers, vocal combo, ankled Capitol Records last week on conclusion of five-year pact, to sign with RCA-Victor. Team had beef pings, Pipers, and the pings, Pipers, and pings, Pipers, anagor George, 'Bullets' Diryon sought, a better deal. Capitol apparently balked and the act immediately inked with the rival wazery. Understood the new deal provides for a royalty payment of 3% to for each disk and are guaranteed 12 sides annually. Cap royals' payment was one-quirter of a cent less per record.

One small New York publisher changed the title of a new tune he is publishing after reading a recent VARIEYT story, which pointed out that major publishests would begaily go after bop hands would be a support to the publishest of the publishest would be a support to the publishest would be a support to the publishest word. Actually it consisted of the first letter of each word in the title of a standard tune owned by another publisher, from which the melosy of his 'original' was taken.

Capitol will shortly slide two sides by Herb Jeffries into the disk stalls, before Columbia markets any biscuits by the singer, whom recently signed. Jeffries moved to Columbia after parting company with Exclusive Records following his beef that he was getting too little publicity. Capitol acquired the two sides—along with also other or released masters—for \$800 from Frank Kelly, who made then three lycars ago when starting the defunct Frantons Records.

### Histerland Circuits Eye Success Of Schine Vaude Route of 55 Days

Results of the Introduction of your production of the Schine circuits there are plenty of playable turns undertile on the Schine circuits there are plenty of playable turns and produced the playable turns and the playable turns are plenty of playable turns are playable turns are plenty of playable turns are playab

has been in effect for only several weeks, are reported big.
Circuit operators throughout the country are watching the Schine experiment. Many theatre owners have been thit with dwindling grosses and are consequently seeking a method of reviving revenue.

method of reviving revenue.
Al and Belle Dow Agency, booking the Schine circuit, are already offering acts 55 days, and prospects are that playing time will be increased on that chain. All bookings are two and three-day stands, mostly weekends.

ly weekends.

Other circuits which have been eyeing the Schine stageshows, may fall into the fold shortly. Several New England and Midwest chain operators have already been inquiring into stageshow possibilities.

Heartening feature of the new playing time, according to agents who have been supplying Schine with acts, is the fact that top, names and expensive performers are not necessary. Five or six good acts are all that are needed, and



OLYMPIA, MIAMI CLINTON HOTEL SOR BILOW

200 OUTSIDE ROOMS from 12 DAILY

SPECIAL WEEKLY RATES utiful Air Conditioned Coeblail Lounge



### Manny Opper 89th Week

follywood Show Loung Chicago Pers. Mat.: IRV LEVIN

Your Best Press Agent

### Ohio Judge Decides State Must Pay For Confiscated Liquor

Night club and cafe owners in Ohio who had their licenses rewas set up and who had whilely, wine and beer confiscated as a result, have a claim on the state for recovery of the value of the stocks if a decision of Judge Joseph M.

If a decision of Juage Joseph M. Commonses court judge ruled the confiscation clauses in the lidcommonses and the confiscation clauses in the liduncl law as litegal "in that they authorize the taking of and confiscation of property without due process of law and without compenditude the State, however, the confiscation of the confiscati

\$5,000 worth of liquor when he lost his license.

Amount for which the state would be llable has not been figured but it would run into many thousands of dollars.

### AL RICKARD BUYING ARTHUR FISHER AGCY.

HAILUN FISHER AUG.1.
Deal is being completed for takeover of the Arthur Fisher Agency
by Al Rickard, who for several
years assisted the late. Arthur
Fisher estate are expected to be
completed by the end of the week.
Rickard will book houses for the
Skouras circuit in New York and
vicinity, the Century Circuit,
Brandf houses and the Metropolitan theatres or New England.

Kearney Aligns with Dows Jack Kearney has joined the Al and Belle Dow Agency as a club

and Belle Dow Agency as a club date booker, Kearney was formerly with the Harry Moss agency and prior to that was band booker with Fred-erick Bros., agency.

Ollywood

World Famous Photographers

### Lenny Joins RAC

Jack Lenny Joins NAC
Jack Lenny has joined Radio
Artists Corp., headed by Jack
Bertell and Bernard Schubert. He
Bertell and Bernard Schubert. He
cafe departition of their and
cafe departition. He has book
Lenny was with Harry Romm
until latter switched to Music Corp.
of America. He's been an indie
agent since.

### Miami's Copa City Starts Price War Early This Year

Miami Beach, Jan. 25.

The Miami Beach, Jan. 25.

The Miami Beach, Jirce war is starting and the property of t

### LEONARD LE BEAU HELD IN OKLA. PRISON BREAK

Chicago, Jan. 25.
Leonard Le Beau, owner of the
Pléasure Inn, Decatur, Ill., was arrested last week on prison-break

charge.
Fingerprints connected him with an escape in 1918 from the Oklahoma State Reformatory.
LeBeau, widely known through the midwest, had amassed a considerable fortune in his 11-year residence in Decatur.

### Ted Lewis Drops 100G Suit Vs. Sherman, Chi

Suit Vs. Sherman, Chi
Chicago, Jan. 25.
Damage suit on Chicago, Jan. 26.
Damage suit on Chicago, Jan. 26.
Damage suit on Chicago
Ted. Lewis action was vs. the Sherman
hotel and a waiter. Altercation
started two years ago when Lewis
was staying at the inn and waiter
was staying at the inn and waiter
he had to keep his arm in cest for
six weeks. In turn, waiter sued
Lewis for S50 00. Judge Julius
Miner, Chicago Julius
Miner, Chicago Lewis Chicago
Miner, Chicago
Miner,

### Guetary's 1st Canadian Date Eyes 40G Gross

### **Easing of England's Nitery Curfew Indicated by Russell Swann Booking**

Meanwhile, Miss Lewis is shap-ing another ice show to open at the Statler hotel, Buffalo, next month. She will not appear in the show, however.

Terrace is expected to return to name-act policy, but will find com-petition local increased, two other niteries having adopted that type of bid for public favor meanwhile,

### Cunard S.A. Boats To Ship Shows as Means

The British-owned Cunard White Star line will book acts on its ships in the Carlibbean service to meet the competition of other lines on the West Indies run. Company has had several of its top vessels in the lucrative cruise-trade.

had several of its top vessels in the incretive cruise trade.

Shows, to be booked by Nist. Shows, to be booked by Nist. Shows, to be the first of t

wisdom of using talent.

Abramson declared that he's lining up cafe dates in the West Indies ports to augment the income of entertainers on the run. Several cafes and hotels in Nassau, Havana, and other spots are reporter anxious to use American acts when the boat makes stopovers.

the best makes stoopwass with Abramson declared that he's also working on a plan whereby acts would make lengthy stoopwers at a port in order to work cafes or the-atres, and join the next sing on the earn additional coin in niteries and passengers could get the benefit of an entirely new show.

Abramson is currently booking Abramson is currently booking the stoopwass of the stoop well as the stoop the stoopwass of the stoopwas

Burglars stripped the safe of the Park theatre, Youngstown, O., burlesk house, of \$438 on Jan. 19.

Mpls, Nicollet Hotel's Ice
Show Melted 'Til Summer
Shou's Minneapolis, Jan. 25.
Nicollet hotel's Minneapolis - Terrace will drop lis toe show policy
list of the state of th

curiew on liquor sales.

Recent protests by a delegation
of nightclub owners to Home Serretary Chuter Ede is reported to
have been instrumental in amending the law. Cafe owners told Ede
that the .10.30 currew has caused
'unsavory dives' to open, threatened London nightlife, and cut off
tourist trade.

uard S.A. Boats To hip Shows as Means Of Meeting Competition be Britishowned Cunard White line will hook sets on the white which was the competition of Britishowned Cunard White line will hook sets on the white was the competition of the com

### Danny Thomas to Open Miller's Riviera Season

Miami Beach, Jan. 25.
Danny Thomas has been signed to open Bill Miller's Riviera, Ft.
Lee, N. J., around May 1.
Miller is also attempting to line up other headliners, including Martin & Lewis, Jane Froman, etc.



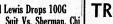
Lovely Lady Song JANE

### JOHNSON

Foremost Marimbist



GUEST



Date Eyes 40G Gross.

Georges Guetary, French singer
and film star, may gross 40,000 in
reat at the Theatre Champlaine,
here, where he opened Friaday (21).
William Morris agency, who imported Guetary, is attempting to
commitments in order to tour the
U. S. Guetary, who is here with
his m an ager, Felix Marouani,
started in the loant unninger
George Gross of the control of the control
the Bride," in London.



in every trade!



that's MAGIC to Millions

PARK PLAZA St. Louis

Latest Mercury release 'NIGHT and DAY'



Phone Circle 7-3505 BOSTON STUDIO : Hotel Lenox : Kenmore 5 300

to ARTISTS of STAGE...SCREEN...RADIO REPRINTS We are now equipped to make quantity

original reprints at reproduction rates. CARNEGIE HALL STUDIO :154 W. 57th ST. N.Y.C.

### **AGVA, Bookers Seen Compromising** Club Date Minimums at \$20 Per

A \$20 minimum for ciub date sequently show would be late in seating the American Guild of Committee compromised or Variety Artists met with regard of Committees compromised or Variety Artists Representatives Assus, and Associated Agents of America to Review of the Americ

passed a resolution naming a com-mittee to start negotiations for a ciub date code and scale. Meeting suggested a \$25 minimum for each performer with \$50 for doubles.

performer with \$50 for doubles.
While most club date bookers feel that this is not the time to raise scales, especially in the light business, it was felt that the universe that the current \$15 scale was too low. Many bookers are willing to accept the \$20 bottom, but will put up a stiff that the one was the state of other parts of the code. One of them is the proposed of the code. One of them is the proposed of the code. One of them is the proposed of the code. One of them is the proposed of the code. One of them is the proposed of the code. One of them is the proposed of the code of the

showing.

AGVA reps Insist upon a two-hour limit, after which the act can leave and get paid even if he hasn't worked. The bookers insist that no entertainment manager can Judge with certainty how long an act must remain on the Job. They declare that speakers at a banquet can run overtime and con-

+++Trampoliningly Yours+++

Paul & Paulette Trio Currently LATIN QUARTER NEW YORK CITY

... one of the most amazing nov-nets ever gnadered . . . da show plag acrobatic tricks that def-ription . . Faulette, a slender ally bloude . . one of the love-creatures ever seen on Brandauy cellets shell be movie property be-the end of this rule.

LUXURIOUS RUSSIAN ERMINE JACKET \$500.

Box C-38 Variety, 366 N. Michigan Chicago 1, III.

### BILLIE HOLIDAY PUT ON BAIL IN DOPE RAP

UN BAIL IN DUPE KAP

Bill San Francisco, Jan. 25.
Billie Holiday, released on \$500
all on charge of possession of
narcotics, continued her entiges
was arraigned yesterday (Mon.)

Federal narcotic agents raided
for apartment Saturday (22 at the
potum and an oplum pipe. Held
ager, who claimed that the contraband was left in a medicine
traband was left in a medicine
eral agents said Miss Holiday was
apprehended while trying to get
rid of the stuff. Agent in charge
of oplum smoke although neither
(Continued on page 54)

### Appeal Decision Over III. Nitery Sales Tax

III. Nitery Sales Tax
Attorney General Jun 25.
Attorney General Jun 25.
Attorney General Jun 25.
Attorney General Jun 26.

### Re Hub AGVA

Editor, VARIETY:
In your issue dated Jan. 12 you printed an article headed "Hub Court Delays Plea of AGVA Dis-

You told about the refusal of the You told about the retusal of the court in Massachusetts to issue an injunction against those now in authority in AGVA in an action brought by other members of AGVA.

AGVA.
You omitted to report that
Judge Good had Cliff Barnes, the
Boston branch representative, take
oath that they would go so called
Dale membership cards, (plaintiff's)
from being given, keeping, and
performing their acts in clubs and
hotels controlled by AGVA.
Louis J. M., Waxman.

### Pfeiffer Denied Chi Injunction In 'Unfair' Action

Chicago, Jan. 25.
Theatrical unions' "unfair" listings were tacity approved here
iast week when Judge Donaid
McKinlay, in Cook county superior
court, denied the request for temcourt, denied the request for temporary injunction to prevent American Guild of Variety Artists' alleged interference in the proleged interference in the pro
leged interference interference in the pro
leged interference in the pro
leg

### HARRIS, McCUNE IN ON COLE BROS. CIRCUS?

ULL DRUS, LINCUS;
Eddieia McCune, operator of the
Brook cith, Miami Beach, and
Nat Harris, manager of the spoid
and ex-bonized of the now closed
the control of the control of the control
to the control

### Chorines Seek Back Pay From Florentine Gardens

Los Angeles, Jan. 25.
Sixteen chorus girls filed claims
of \$280 each, amounting to \$4,480,
before U. S. Bankruptcy Referee
David Head, against the late
Florentine Gardens. Spot folded
recently.

cecently.

Chorus was represented by three of their members, Diane Mooney, Sally Barnes and Beverly Thomas, backed by attorneys of the American Guild of Variety Artists.

### Burley House Shuttered 4 Weeks by Heat of-Fire

4 Weeks by Heat of—Fire The Garrick theatre, sole bur-lesk house here, will be shuttered to the seeks with the shuttered being repaired. Blaze started in dressing rooms and is believed to have been started by defective Michard Ziesier, manager of the house, estimated damage at \$50, 500. Theatre is a unit of the Izry Hirs circult.

Hub Censers Shut Casino
Boston, Jan. 25.
Casino burresque theatree with
close for eightnesses the street with
the Boston Censorship Board, following testimony by Hub cops as
to offensive dialogue by the comdans and too much stripping,
the body they figured was used to
the body they figured was used to
warm the strippers backstage that
officials from the censor's office or
police were in the audience.

Cass Franklin and Monica Moore stated for the Bismark hotel, Chi-cago, starting Feb. 9.

### Minsky Seeking to Launch Strip Circuit With Travelling Cafe Shows

cafes.
Harold Minsky, scion of the famed burley clan, is seeking to start the Minsky wheel roiling once more by staging shows for a circuit of cafes throughout the

SATIRA SETTLES SUIT

Satirs (Patricia Schmidt) unitarial particia Schmidt) unitarial schmidt) unitarial schmidt and out-of-court agreement which gives Rose Miller, owner of the Silver Palms nitery here, \$7,000 in cash Nov. 5, 1946 to Nov. 4, 1948. Miss Miller had befriended dancer while she was serving sentence in Cuban prison for the staying of Miss Miller.

John Mee.
Miss Miller supposedly asked for
25% of her earnings but pacdrawn by Marshall Korshak, attorner, called for lesser demands.
Dancer just closed at the Music
Bowl, Chi nitery, but biz was off
due to previous date at the northside Club Silhouchte, where she
played turnaway shows.

### Wallenda Member Hurt During Show

Hurt Juring-Show
Shreveport, La, Jan. 25.
Pyhijip Kreis, member of the
Flying Wallenda trapese turn, suffered severe injuries as the result
of an accident during a performance of the Ward Bros. Circus in
the Municipal from the trapeze
to take a bow at the flash of his
act when the rope broke, according to Arch Gayer, of the circus.
Kreis fell about 35 feet; suffeament of the circus o

### Waitress, 2 Cops Grabbed In Peoria Nitery Theft

Peoria, Ill., Jan. 25. Night ciub waitress a nell-Night club waitress, a police detective and a patrolman were arrested last week on charges of taking \$1,550 in cash from the Pastime Club while the officers were supposedly investigating a burglary report.

Cash was recovered from the locker of the nitery waitress.

Chicago, Jan. 25.

Minatey buriasque is seeking to make a comeback. This time that the famed burier clan, is seeking to the colonial im, Hailanddie, Pia, and Chicago, Jan. 25.

SATIRA SETILES SUIT ON EARNINGS SLICES Chicago, Jan. 25.

Satira (Patricia Schmidt) and and the colonial im, Withington the famed burier clans of the colonial im, Withington and the colonial im, Martinique, N. Y. Minsky would a martinique, N. Y. Minsky would be made to the colonial im, which is one of the most profitable operation of the Colonial im, which is one of the most profitable operation of the Colonial im, which is one of the most profitable operation of the Colonial im, which is one of the most profitable operation of the Colonial im, which is one of the most profitable operation of the Colonial im, which is one of the most profitable operation of the Colonial im, which is one of the colonial im, which is a colonial im, which is

successful.

Should a series of cafes iatch onto the idea, it's possible that the new Minsky wheel will have considerably more playing time than siderably more playing time than the most towns, cafes could be expected to keep a single who will be supported to keep a single show running for several weeks.

### JUANITA ELLIOTT

(of the Old Vandeville Te "ELLIOTT SISTERS") been confined to bed man

"FILLIOT SITTINGS"
has been confined to be many years
OIL PAINTINGS WILL BY
OIL PAINTINGS WILL BY
Wilmordes of a Seabertic," relating
the suther's arm services on the
Allow Four Bender, of Feenes-"RichRouthwest," 11, "Wayside Notes of a
confined to the services of the
REAUTIVITI, OIL PAINTINGS of
REAUTIVITI, OIL PAINTINGS of
REAUTIVITI, OIL PAINTINGS of
eaches, from 18 up, according to size
eaches, from 18 up, according to size
eaches, from 18 up, according to the
Received The Citatter Bee
Received The Ci

### COMEDY MATERIAL FUN-MASTER

The ORIGINAL Show-Biz Gag File Nos. 1 to 22 @ \$1.00 each (Order in Sequence Only) SPECIAL: The First 13 Files for \$8.00!!!

3 DIFFERENT BOOKS OF PARODIES (10 in Eash Book) \$18 per each Send 10c for lists of other comedy material, songs, parodies, ministrel patter, black-outs, etc.

PAULA SMITH

JAMES

Something New In Comedy Dancing

THE CRITICS SAY-

"Lloyd and Willis terpsichorean offering with accent on the comic, is well routined and expertly presented."

Proceeding Pollege Olympia stage."

NOT COMPAR POLICE TO INFO. By GEORGE BOURKE, DICK LOWE, Miami Dally News.

Just Concluded: OLYMPIA THEATRE, Miami Currently: EMBASSY CLUB, Jacksonville Opening on Tour with FRANKIE CARLE, Feb. 11

DIT.: GENERAL ARTISTS CORPORATION

FEB. 1ST. 2:30 P. M. - RETURN GUEST SHOT "Wendy Barrie Show" (DuMont Network)

TELEVISION'S NEWEST SINGING DISCOVERY

JAN. 11-MARCH 15: THEATRE P.A. TOUR Followed by: 3 Weeks, Montreal's New "Tzigaine Room"

Mgt.! PHIL OFFIN, 48 W. 48th St., New York



"A New Thought in Mental Feats"

545 Fifth Avenue, New York, Phone: MU 2-2080

### Sinatra, Tucker-Miles-Richman, Cab. Gracie Fields Sock Over in Miami

Mlami Beach, Jan. 23.

The peak of season, nitery-wise, has hit the area, with practically every top draw in town, or coming in, within the next week.

Typical of the mounting pace was the Frank Sinatar four-depth run at the Beachcomber, followed by Sophie Tucker, Harry Richman and Jackie Miles, Gracie Follow debut at the swalles follow and the application of the Bartie-Butdy Lester parlay at the Glover Culb. Typical of the mounting pace

Sinatus, the base of the second of the second of the second of songs and talk, so the second of the BEACHCOMBER of these, or the assortment of pops he's identified with, he had them all the way, winding into a begoff.

and the way, winding into a begonf.
Supporting show was strong,
Manor and Mignon proved an
effective, handsome due of terpers.
Easily-achieved spins and illies
raised them to sock class, with
their topper, a George M. Cohan
their topper, a George M. Cohan
effective, handsome due of terpers.
The strong of the strong of the color
their topper, a George M. Cohan
effective their topper, a George M. Cohan
effective their topper, a George M. Cohan
effective their topper, a George M. Cohan
over, hit, as usual, with their musiand topper, and the strong over the strong over the
production of the strong over the strong over
the strong over the strong over the strong over
the strong over the strong over the strong over
the strong over the strong ove

staged.

The SRO sign went up again Friday, when the Tucker-Richman-Miles show came in. That the sell-cuts will continue seems virtually sessured, based on the tremendous following the trio commands hereabouts; and, as currently constituted, they should add considerably more to their fan groups with the best show they've staged yet in this area.

That Miss Tucker is one of the cafe greats is an established fact. What adds to her stature this time out is the manner in which she not What adds to her stature this time out is the manner in which she not out is the manner in which she not to the property of th

sower, these lines become yook concludes that spark heavy mitting, owned to the sound of the sou

for strong bowoff.

The Vagabonds and the production numbers hold over in the supporting segment, with the quadration surporting segment, with the quadration of the production of the productio

band rates kudoes for its back-grounding.

BROOK CLUB

BROOK CLUB
Nat Harris is at the helm of this
swank casino for its current run
and is continuing the previous
policy of one or two top acts plus
good music and a superlative cuisine. On tap currently is Gracie
Fields, plus the De Marlos.

Fletds, plus the De Maries.

Miss Fletds is a favorite in this room, the mixture of Palm Beach Miss Fletds as osciety types giving her a solid patronage. She's back with an assortment of new songs, both popular and novelty, all that spells her class. Sock sements of her act are "Forever and Forever," "Here I'll Stay" and "So In Love." Requests are inevitable, with the control of the control of

The DeMarlos click with their ass ballroomology. Fresh-looking The DeMarlos click with their class ballroomology. Fresh-looking pair of youngsters display an easy grace and intelligent approach to their carefully staged terps. Smart musical backgrounding plus tricky spins and overhead whirls are gasp-bringing and earn them con-certed plaudits.

certed plaudits.
Jules Lande and Maximilian
Bergere's units handle the show
and dance departments respectively.

CLOVER CLUB
The recent breaking of precedent
by the Monte Carlo, in booking
class colored acts, has opened new
thers, etc. and colored acts, has opened new
thers, etc. and colored acts, has opened new
thers, etc. and colored acts of the colored a

in this mainland room.

The Callowly booking adds up to money in the bank. For the first time in years, there were overflow crowds. And despite the admitted popularity of Miss Barrie, and the remembered click here last year of Lester, it was the Negro vet they came to see.

Miss Barrie is in a quote end

Negro vct they came to see.

Miss Barrie is in a tough spot, opening the feature spottings. To her credit, she holds the audience with her special material, artfully delivered, to gain, full comedy values from the Hill Billy number; and the special material, artfully called the special material, artfully called the special material, artfully called the special spe straight, on "Maybe You'll Be There" and "My Darlin," is effec-tive and rounds out an intelligently balanced stint.

Lester, for some reason, never seemed to really get going at the opening. Utilizing basically the same material that clicked at the Beachcomber last year, his was a Beachcomber last year, his was a fight for attention and laughs. That he earned a fair measure of giggles can be credited to his steady punching. It's a mixture of comedy songs, clowning and gaggery, with his standard "Africa" the closer.

gery, with his standard "Africa" the closer.

That they were waiting for Calloway was obvious in the ovaCalloway was obvious in the ovaCalloway was obvious in the ovaWorking with a four-man musted 
that the control of the con

Macha Borr orche; \$1.50\$2 coor after 10 p.m.

One-person entertainments impose a heavy burden on any head-iner, and only a many-faceted person and the second of the secon

she loses some of her certics tur-tiveness. Some supported on the bill by at least one contrasting act, she would have been shown to greater advantage. In short, through the she will have been shown to greater advantage. In short, through to spread her material thin in an attempt to round out the show, support to round out the show, pearance, though at the show caught she could have been more becomingly attend. She wore a found to the shown of the shown of the she was the shown of the shown of the she was the shown of the shown of the she was the shown of the shown of the she was the she was the shown of the she was unfattering to her figure.

The Emil Coleman and Mischa Borr orchs, as usual, play tiptop music, Coleman for the show and straight dancing, and Borr on the Latin beats.

Kahn,

### Helsings, Chi

Chicago, Jan. 18. Georgie Goebel, Phil D'Rey, Lola Amcchee, Frankie Hyle, Billy Chandler Orch (5).

Amechee, Frankee Hyle, Billy Chendler Orch (15).

Georgie Goebel, graduate of give hilbully singers, is making his umplementh appearance at this implementh appearance at the second of the second here the seco

Wedgwood Rooms. N. V.

Wedgwood Rooms. N. V.

(HOTEL WALDORF-ASTORIA)

Dorothy Shay, Emil Colema.

Cates, Martin and Lewis only rarely

Mischa Borr orchs; \$15.05,22 corer

raffer 10 p.m.

One-person entertainments impose a heavy burden on any heavy

Down a heavy burden on any heavy

component of the common co

disks coming up to make him with the non-night club set, Maria the non-night club set, Maria the non-night club set, and the non-night club set, and the non-night club set, as a me time, chased startled but, at same time, chased startled but, and the startle but, and the sta The four Ames Brothers, a holdover from the previous show at
over from the previous show at
are the driving sparkplugs of the
flass Hat layout Vecalizing of
this quartet tops off a modest but
comedy and hoofing departments.
Only recently spoted in lesser
dres, the brothers have made tretees, the brothers have made trebecome one of the top foursomes
the trade. Combo has an intense, exciting style of delivery enthought the state of the state of the
However, it could strengthen impact by more care in selecting
repertory. Handle spirituals like
Built Ark" with refreshing enthusiant. Some of their pop numbers, however, are commonplace
The quartet flashes especially
good form on novelts tunes such as
The Pussy Cas Some," and Spanish
rim appearance and evident deep
feeling make the Ames Bros. a
solid click.
Martin Barrett and centedy har-

solid click.

Two other acts, hoofers June and
Martin Barrett and cemedy Impressionist Viola Layne, round out
a palatable bill (New Acts). Easyto-take dansapation rhythms are
dished out for customer hoofing by
Eddle Stone's and Castellano
orchs with the former doing noth
to the control of the control of the control
orchs with the former doing noth
the control of the control of the control
orchs with the former doing noth
the control of the control of the control
orchs with the former doing not only the control
orchs with the control of the control of the control
orchs with the control of t

Ciro's, Hellywood Hollywood, Jan. 19 The Smart Set (6), Chuy Re Orch (6), Victor Vincent O: (6); minimum \$3.\$3.50.

The Smart Same remarks amout the socalled human race. D'Rey has see
doing a long whistling number,
while gorilla moves its upper lipSock final has monk whistling
tage.

Lola Amechee, pert young songstress, has acquired several song the
tage.

Lola Amechee, pert young songstress, has acquired several manager
that the second time in the
months, a Coast altery has seen
the bow of a new act built
along musicomedy revue lines and
the bow of a new act built
and months are the second time in the
months, a Coast altery has seen
the bow of a new act built
and months are the second time in the
months, a Coast altery has seen
the bow of a new act built
and months are the second time in the
months are the second time in the
months, a Coast altery has seen
the bow of a new act built
and months are the second time in the
months are the second time in the
months, a Coast altery has seen
the bow of a new act built
and months are the second time in the
months, a Coast altery has seen
the bow of a new act built
and months are the second time in the
months are the second time in the
months, a Coast altery has seen
the bow of a new act built
and months are the second time in the
months are the
months are the second time in the
months are the second time in

house.

After jazzy intro, blue spot and sexy entre, Miss Desmond next alunches into "Stout Hearted Men." Her bumps, rolls and gestures are fast exit. Encore is a fast take-off on Betty Hutton's "It's Murder," in which Miss Desmond saddles the mike, musses her half and practically does flip-flops. Greg.

### Mermaid Room, N. Y. (HOTEL PARK SHERATON) Dardanelle Trio, Billy Barne. Cy Coleman, no minimum.

cy Coleman; no minimum.

This hotel catery has converted to a new polley of offecing straight instrumental music-background to list menu. Result has been the elimination of the 20% excise tax, vocal extertainment, and a marked upturn in busic particular of the coleman of the

### VARIETY BILLS

WEEK OF JANUARY 26

Numerals in connection with bills below indicate opening day of show better tall or split wask.

Letter in parentheses indicates about: (I) Independant; (L) Loew; (R) Most (R) Paramount; (E) Ed.(); (S) Stoll; (W) Watter; (WE) Watter Reade

NEW YORK CITY J & S Steele
Capitol (L) 27
Ink Spots
Bius Barron Oro
Aian Carney
Meribeth old NEWARK
Adams (1) 27
Langford & Hall
Page Cavanaugh Meribeth Old
Music Hall (I) 27
G & F Szony
Paul Winchell
Jean Gibbons
Florence Hin-Low
Robert Hayden
Jeen Letourneau
Rockettes
Corpa de Ballet
Sym Orc
Paramount (P) 24

accepted Ballet
gran Ore
Francisco 19 54
Mills Rose
Mil Anno Commings
Sharkey
Ralph Brence
Sharkey
Ralph Brence
PHILADELPHIA
Cermen (I) 27
Cordena & Corrin
Max & Gans
Sammy Waish
North State
PHILADELPHIA
Stenley (W) 28
Jack Carpon Co
Marion Hutton
Geo Mann
Dave Willock
Bob Sweeney
Rost Alds
Bob Sweeney
Rost Alds
Bob Lankelph

Bob Sweeney
Emerald Se

The control of the co Olive White Stroud & Martin 3 Rays Martin 5 TEUBENVILLE Capitol (W) 39 onl Jack Carson & C Marlon Hutton Robt Aida Dave Willock Bob Sweeney Geo Mann Emerald Sis

Robe Willock
Bob Sweeney
Geo Mann
Emerald Signo
Paramount (1900)
Paramount (1900)
Woody Herman O
Mel Torme
Sonny Spacts
(one ASMINGTON
Capitol (L) 27
Blair & Dean
Arnaut Bros
Hunry Sing Stars
Ming Sing Stars Paramount (WR only Mit Ross Dot & Barney Joe Alien Douton's Little Douton's Stara
Stara
Slate Bros
MIAMI
Olympia (P) 26
Pruzzi
Barnes hnny Barnes ischa Auer Co

### BRITAIN

EDINBURGH
EDINBURGH
EDING MOST
HOUSE SIGN
HO

PAIN

PORTSMOUTH

PORTSMOUTH

O'Dovie Broo &

Monte Pey

Tony

Control

Grafton Sie &

Herry Monte,

Herry Oliver

Thopp Oliver

The Monte,

Herry Oliver

The Monte,

Herry Sie

Herry Sie

Palace (S)
Vestern Bros
A & H Neshitt
& M Honri
Dick Bentley
Astons
Carlson 3

### Cabaret Bills

NEW YORK CITY Bagatelle
George Givot
Delta Rhythm B
Maxine Sullivan
Jose Poniere
Blua Angel
Amanda Laine
Roger Price
Ellist Larkin 3
Martha Davis da La de Lackin da La de Lackin da La de Lackin da Lacki

S. Wöllskoorska
Vera Bryner
Vera Bryner
Mary Gleus
Fred Robbins
3 Bipa & Fred
Robbins
3 Bipa & Fred
Robbins
3 Bipa & Fred
Robbins
Mitzl Green
Carl Ravszny
Linda Lombyr
Linda Lombyr
Linda Lombyr
Linda Lombyr
Herb Georga
Skyrlders
M Durso Ore
All Chiles Doll
Noro Morales Ore
Collins Doll
Noro Morales Ore
Joe Wong
Beatrice Fung Oye
Line (O)

Disserved Disserved Horseshold States of Horseshold Page Morton Art Waner Ore B Herlow Orc

a sterior Orce

Both Care and State and State

Kelly & Keating Splvy Versillia George Ulmer Bob Grent Ore Panchito Ore Williams Barn Remail Barr Freddie Gray Karen Teddie Gray Karen Teddie Gray Karen Teddie Gray Karen Teddie Gray Walley Cox Cyril Haines 3 Wallor Astoria Dorothy Shay Jinnay Carrol Ore Mischa Borr Ore Mischa Borr Ore Mischa Borr Ore Cox Cox Mischa Borr Ore Mischa

Maxina
Latin Quarter
Rudy Vailee
Dorothy Claire
Elsa & Waldo
Paul & Paulette
Chameleon Ders

Blackhawk
At Kassel Orc
Cloris Hart
Cloris Hart
Cloris Hart
Cloris Hart
Cloris Hart
Jill Adams
Hart
Jill Adams
Hart
Joe Labell
Joe Despivo Or
Joe Despivo Orc
Joe Despivo Or
Joe Despivo O CHICAGO Ed Prentiss
Bill Snyder Ore
John Kriza
Honey Dreamers Honey Dreamers
Trubties Masters O
Phylic Masters
Jeanny Traynor
Neryi Baxter
Skating Bludears
Bog Turk
Bill Keefe
Jeannie Sock
Jeannie Sock
Jeannie Sock
Jeannie Sock
Jeannie Sock
Jeannie Sock
Jeannie J

Elwood Carl
Palmar House
Barclay Allen O
Evelyn Knight
M Abbott, Ders (10)
McCarthy & Farrell
Landre & Verna Landre & Verna
Blackstona
Blackstona
Florence Desmond
D LaSalle Ore (8)
Vine Gardens
Bobby Shelton
June Burnett
Bob Norris
W & J Brown
Nelson & O'Day

### Unit Review

D Hid Dancers (12 Chaz Parka Ted Lewis Geraldine DuBois Reed Sis (3) White & Pease Adorables (10) C Davidson O (11) Sharman Hotel Ruth Ann Koesun. Blossom Lee Harry Hail Kirby Hawks

Arthur Godfrey Talent

Arthur todiffey I miem Scouts
(STAFE, HARTFORD)
(STAFE, HARTFORD)
Hartford, Jan. 22.
George Guest, Mary Octorne,
Bernie George, 3 Beaus & A Peep;
Benny Desmond, Alan Schackner,
Elizabeth Talbot-Martin, Napoleon
Reed, Victor Lombardo Orch.

With this first of two proposed units, Arthur Godfrey Joins the parade of Ialent units now on the boards. The redheaded radio with eight acts culled from his Lipton Tea-sponsored "Talent Scotti" arthow. Actually, it doesn't make rishow and the presents on the boards. The mob is out to see Godfrey, and ests up his every move and quip. In his sout to see Godfrey, and ests up his every move and quip. In his nave to the proposed to work the proposed to work of the proposed to overload his sown show with singulated. Four acts plus himself alaent. Four acts plus himself with the Victor Lombardo or with the proposed with the proposed to work of the proposed to work of the proposed to work of the proposed to the proposed to work of the proposed to work of the proposed to the prop

with the Victor Lombardo orch on stage, the currant spart with Godfrey at a mike after a familiar Godfrey radio themer. The comic gives forth with about five minds after a familiar Bross, and the Lies Bross, and the CER Bross, and the CER Bross, and the CER Bross, and the CER Bross, and the Lies Bross, an

before they passed through the wickers on their way to the pews. At the side of the stage is a desk where he remains seated while the side of the stage is a desk where he remains seated while the side does nothing to detract from the performers while they go through their routines. His introes are made at the fort center of the stage. He gives each act an appropriate buildup. Each is strong enough to stans on the oscillation of the stage. He gives each act an appropriate buildup. Each is strong enough to stans on the oscillation of the stage of

eases, accompanying likelele.
Biz exceptionally strong. Eck.

### New Acts

ANNA RUSSELL
Comedy-Songs
15 Mins.
Radisson Hotel, Mais.
Russell, a musteal comediance, and come as the result of a concert appearance sho made here admits a common state of the common state of th

drop-ins are a little mystified.

VIOLA LAYNE

STORMAN STATE STATE

JUNE & MARTIN BARRETT
Dancing
Dancing
Dancing
Glass Hat, N, Y.
Glass Hat, N, Y.
Glass Hat, N, Y.
June and Martin Barrett, young, good-looking couple, make a nice meression with their lap terping, emeression with their lap terping, with the disas Hat experience, should be ready to fill a spot in which the disas Hat experience, should be ready to fill a spot in comparison of a spot of the spot of the

### Ringling Finale Will

Billie Holiday
Continued from page 82

Mas Holiday nor Jackson was moding at the time,
In the course of questioning, levy denied that he was Miss Holiday husband.
This is the second time Miss This is the second time Miss continued to the public day's husband.
This is the second time Miss this continued to the public was a first title to make the public was a first title to make the public was found.

Fishman's 796 Suit Hollywood, Jan. 25.
Agent Et Fishman went the first round by a decision in his \$70,000 in commission through the public the public the public Holiday, Rival attorneys now are preparing briefs for which the public Holiday. Rival attorneys now are preparing briefs for which the public Holiday. Rival attorneys now are preparing briefs for which the public Holiday. Rival attorneys now are preparing briefs for which the public Holiday. Rival attorneys now are preparing briefs for which the public Holiday. Rival attorneys now are preparing briefs for which the public Holiday. Rival attorneys now are preparing briefs for which was the public through the public was a final time to the public

different shows, at a flat rate to affiliate stations of \$75 per month for sustainers. Cost 'Includes all filming, developing and printing darages, Now on the receiving end of the transcriptions are ABC-TV affiliates in Atlanta, New Orleans, Fort Worth, Seattle, Louisville, Syracuse and Memphis.

Syracuse and Memphis.

All these cities are not now connected to the web via coaxial cable. According to Ed Carroll, chief of Dubdon's Tele-transcripchief of Dubdon's Tele-transcripchief of Cable Realities eases the current of cable Realities eases the current congestion. Comparative small cost congestion. Comparative small cost heavy line charges on the cable, landcates that some affiliates will still get their shows via transcriptions, Carroll is side.

Indicates that some surfaces of the solution o

DuMont chief revealed his web DuMont chief revealed his web has recently developed a special new film stock for the transcriptions, which will be put into use in the immediate future. New film is expected to improve greatly both the plcture and sound quality of recordings.

### Canada TV

Continued from page 35

Ing sets for reception of American
It is this situation which the
It is this situation which the
Objection of the reception of some \$6,000,000 for the establishment of a television station in Foronto and one in Montreal. The government will also be asked applicants who are prepared to invest several million dollars—if the CBC will make present video channels available. The current complaint is that the CBC is freezing on the reception of the re

### Saranac Lake

an up for pictures once a we-

### Pfeiffer Denied

Continued from pege 52 =

the "unfair" board due to his fallup post of the profit of the disup post of the post of the post of the
members in separate of "Swing
Misado." which Pfeiffer presented
to unious and found nothing to indcate that AGVA had placed the
blatro owner on any list, falt or
cutter of the post of the post of the
blatro owner on any list, falt or
city, food, or liquor license had
been granted to the Bow-Wower,
due to open Jan. 24, and that so
city, food, or liquor license had
been granted to the Bow-Wower,
due to open Jan. 24, and that so
checks had been issued against
toward the post of the post of the
certain of the post of the post
posed work on the establishment
korshak said it would be imposhib to list as "unfair" spot which
korshak said it would be imposhib to list as "unfair" spot which
corrate identity, and that no such
listing existed except in the misd
of the plaintity and that no such
listing existed except in the misd
of the plaintity and that no such
listing existed except in the misd
of the plaintity and the notice
post of the plaintity and the post
and Equity was not interested
in Pfeiffer or any of his promotion.
He revealed that sum owe
and Equity was not interested
in Pfeiffer or any of his promotion.
He revealed that sum owe
would total about \$200, but Davis
said sum would consent of the plaintity
of his union labor and pay prevaling wages and post security
up the "Swing Mikado" corporation. He revealed that sum owe
of the plaintity of the work of the
discontinued his efforts to hire eds'
or buy needed materials. Leiber
man attempted to show that boycotton "hadcellast" were contraprofit of the same. Jean
under the post of the same.

watter and Canada's largest Inde-pendent station—while the CBC takes no action itself.

Mario and Floris into the Last Prontier, Las Vegas, April 22.

Franking, Las Vegas, April 22.

Biue Barron Orch (18) with Bobby Betty Clark, George Bobby Betty Clark, George Holman, Stam Morris, Alan Carrier, Blue Notes; Meribeth Olds, Alam Carney, Ink Spots; "Man From Colorado" (Col); reviewed in Va-sury Notes; Spots; "Man From Surry Nov. 24, 86.

Ink Spots and Blue Barron's or-chestra both riding the crest of recording successes, head recording successes, head stead by two good additional acts they put on a smooth and smartly moving interfued that's as easy to digest as anything the Cap has had recently.

stible the band Barrtons glabe and second to a superscription of what's available, in short, the combo puts on an excellent show.

Barron havenere Welk, on male words: The kid's a good piper and is indeclocking to boot. He punds and words: The kid's a good piper and is indeclocking to boot. He punds and words: The kid's a good piper and is indeclocking to boot. He punds and words: The kid's a good piper and is indeclocking to boot. He punds and words: The kid's a good piper and is indeclocking to boot. He punds and words: The kid's a good piper and is indeclocking to boot. He punds and words: The kid's a good piper and is indeclocking to boot. He punds and words: The kid's a good piper and is indeclocking to boot. He punds and words: The kid's a good piper and is indeclocking to boot. He punds and with the like kid's a good piper and is indeclocking to boot. He punds and with the like kid's a good piper and is indeclocking to boot. He punds and the like kid he like kid he

tions with their takeoff on tange experts with boff finale of over-the-shoulder body throws. The shoulder body the should be s

Letter to Three Wises" (20th), retweed in Vantry Dec. 8, 48.

Leon Leonifolf demonstrates unusual ingenuity and imagination in
using all the was technical and
mechanical facilities of the great
production, with the results lively,
interesting and entertaining. It
well bears out bessmin Gus Bysinteresting and entertaining it
well bears out bessmin Gus Bysat the glant Goobseat Rockefeller
flagship must give the tourists
at the glant Goobseat Rockefeller
flagship must give the tourists
something to task about when they
bring them back again and that
will bring their neighbors. While
some Nahmutton sophisticates find,
will bring their neighbors. While
some Nahmutton sophisticates find,
that they wouldny't be caught dead
viewing a Music Hall show, the
payoff of the policy is clear in that
duction now provides a guaranteed
inimum of \$90,000 to \$85,000 at
the bo., no matter what the picLeonidoff's current flight into

duction now provides a guaranfeed minimum of \$80,000 to \$85,000 at the bo., no matter what the picture of the bo., no matter what the picture of the picture

tion of body twists and turns usages her into all but a permanent.
Sorprano Jean Gibbons does a solo of "More Than You Know" for minor results, getting support of Kay Holley's choral ensemble.

a number during Miss Lowe's acro
a number during Miss Lowe's acro
consultations and the solo of the solo of the show, with gleaming sequin costumes to accentuate the gale' precision routines. Their precision are in the blowoff spot with one of their normally near routines.

### Musle Hall, N. Y. Giselle & Francois Szony, Jean Globona, Robert Hayden, Plorence Windhell, Baller Gerow Hayden, Plorence Windhell, Baller Gerow Haller Windhell Haller Hall N. Y. Son ja Henie's Ice Revue Again Clicko In Debut at Madison Sq. Garden In Debut at Madison Sq. Garden In Debut at Madison Sq. Garden

Sonja Henie, making her 12th nating his well-defined routines a annual appearance at ... Madison a continual audience delight.

Sonja Henie, making her 12th nating his well-defined routines is annual appearance at ... Madison a continual audience delight.

Of the straight stanting unto the content of the content personality in rink circles. Her draw has been sufficient three boyes, in football gear, combine a fine brand of skating with law of the straight stanting through the content of the straight stanting the age of the content of the straight stanting through the straight stanting through the content of the straight stanting through the stanting through the straight stanting through

the most awarable circumstances, which could be lighted better, and rig Sonig Henrie features Mich could be lighted better, and rig Sonig Henrie features Mich could be lighted better, and right some strength of the sold production sequences, which, despectively the sold production sequences, which, despending the sold production sequences are producted to the sold production sequences and the sold production sequences are producted to the sold production sequences and the sold production sequences are producted to the sold production sequences are producted to the sold

Jen. 20, 48; 58, top. ...

but to continue her impact on the audiences. A previous criticism has been her knack of following hers self with mediocre turns that manning the self with mediocre turns that manning the self with mediocre turns that manning to the self with mediocre turns that manning could follow her successfully. Now that she's succeeded by the self with the self w

Teclandia

Bert Ceretae Hollywood, Jan 18

Bert Ceretae on tee in two ects (20 seenes), staged and directed seenes), staged and directed by Richard Barston, Mustcul arrange tyrics by Richard Barston, godditional music and tyrics by Feltae (20 s. Steenes), tagen Lippman and Sylhoff; technical director, Mathae S. Kelemen, tho printists, Lydia Marcus and Alden Delamo, Opened at 19, 53,00 (20), printists, Lydia Marcus and Alden Delamo, Opened at 19, 53,00 (20), printists, Lydia Marcus and Alden Delamo, Opened at 19, 53,00 (20), printists, Lydia Marcus and Alden Delamo, Opened and Lydia Margine Carol Brischenan, Dick Stmouton, Freddy Wedle, Pat Murphy, Edde Delbridge, Shriety Popuell, Georgia Delbridge, Shriety Bertal Delbridge, Shriety Popuell, Georgia Delbridge, Shriety Popuell,

mere and Charles Laughton. He result of a lift from a more looks like all of them. From the peaked respect to provide a song box. He does Irish, before the peaked respect to the part of the peaked of the standard provides solid how's. The subject of Mile Boward reductions, and the material is which they's become some cated. Bulk February the standard provides solid how's. The subject of Mile Boward reductions, and the material is which they's become some cated. Bulk February the stone with one of less standard, compared the standard provides solid how's. The subject of Mile Boward reductions to the standard provides solid how's. The subject of Mile Boward reductions to the standard provides solid how's. The subject of Mile Boward reductions to the standard provides solid how's. The subject of Mile Boward reductions to the standard provides solid how's the subject of Mile Boward reductions to the standard provides solid how's. The subject of Mile Boward reductions to the standard provides solid how's the subject of Mile Boward reductions to the standard provides solid how's the subject of Mile Boward reductions to the standard provides the subject of Mile Boward reductions to the subject of Mile B

### Playwrights' Plugging 'On Stage' Short in Its Key-City 'Anne' Ads

Ads in key-city dailies for hand of the Thousand Days," at the Shabert, N. v., are current devoting most of the Thousand Days, "at the Shabert, N. v., are current devoting most of the Think of the Maxwell Anderson drama. Playwright's Co. is spending an are the Maxwell Anderson drama. Playwright's paper, using papers in two different towns weekly. Schedule is similar to that used for all of the firm's showly weekly. Schedule is similar to that used for all of the firm's showly because the state of the firm's showly because the state of the state

the time the space has been used for an outside presentation.

William Fields, Playwrighty presagent, has also sent out several publicity releases to his national list of editors, and the control of th

Fields worked closely with MOT on the early preparation of the picture, and it was at his sugges-tion that Clarence Derwent, Equity tion that Clarence Derwent, Equity president, be given a spot and also be asked to make an introductory talk at the trade screening. How-ever, the Playwrights' p.a. knew nothing about the film's ending, including the scene of the actors reading the next-morning reviews, until he attended the screening.

### Pfeiffer Calls Shuberts 'Trust': Sues on 'Maid' Nix For \$1.942,665 Damages

FOI \$1,742,000 Dallinges Chleago, Jan. 25. Jules Pfeiffer, former legit pro-ducer and nitery operator current-ly in a court hassle with American Guild of Variety Artists and Equity pertaining to his proposed night spot, Bow-wowery, filed suit for \$1,942,665 in Ch! Federal district \$1,942,865 in Chi Pederal district court Thursday (20) sajanst Lee and J. J. Shubert and others. Pfelf-fer charges violation of the Sher-man and Clayton anti-trust acls and alleges the Shuberts and their asso-ciates control \$5% of the nation's legit houses. Because of this so-cated the state of the court of the case of the state of the court of the condition of the court of the condition has been decided by the court of the condition has been decided by the court of the condition has been decided by the court of the condition has been decided by the court of the condition has been decided by the court of the court of the condition has been decided by the court of the court of the condition of the court of t

ond-run houses in 45 cities, ne From November, '43; to June, '45, Pteliffer claims he rented Great Northern theatre here for \$1,975 a month, having spent \$23,000 to high the state of the

\$166,000.

Chi Shubert rep, Sam Gerson, stated his organization never had any such agreement with Pleifier any such agreement with Pleifier theatre. Gerson pointed out that during Pfaifier's tenure at the legit house, Shubërts did not on, contained the state of the

House, at present, is owned by Great Northern Amusement Co., from which the Shaberts lease the from which the Shaberts lease the from which the Shaberts lease the least the sample of the Shaberts lease the Besides naming the Shabets and the Geary (1909) \$3.00 the warmest reviews of the season (office, Marcus Helman, Augustus and not halked up a first week's Pitou, Ellas Weinstock, Select Operating (2009), all of New York. Theater Guild presentation for the and Select Lake City Operating season, opens Wednesday (26) at Co., of Chicago and the Currant (1776, \$4.80).

### In 'Ghosts' Revival

Hillywood, Jan. 25.
Francis Lederer and Isobel Elsom will star in a modernized version of Henrik Ibsen's "Ghosts," which rekindles El Patio theatre Monday (31). Long-shuttered house recently was taken over by a New York syndieste fronted by Ted Little in a 10-year lease.

Zittel on a 10-year lease.

Eugene Bryden is producing and directing the play which will be presented by James Terry and Monroe Manning. Local reaction will determine whether production will be toured toward Broadway.

### 24 Eastern Pa. Colleges To Hold Theatre Confab; Off-B'way Activity Keen

Uti-5 way Activity Acet
Wilkes-Barre, Pa., Jan. 25.
Theatre conference of representatives of 24 colleges of eastern
Pennsylvania will be held March
its of the colleges of eastern
Pennsylvania will be held March
its of sir histeres in the theatre as a
community asset, to encourage
experiment in the theatre and help
new playwrights to get their scripts
change of ideas. As part of the
meeting, the Cue 'n' Curtain 'society of Wilkes College will sjociety of Wilkes College will all
of the college of the college

"Murder in the Cathedral."
Rosamond Gilder and Richard
Beckhard will attend as represen-tatives of the American National
Theatre & Academy. Confab is be-ling chairmaned by Marvin Walter, drama director at Wilkes College.

Psychlatry Satire

"Sychiatry Saltre Louisville, Jan. 25.
"Beside Myself," saltre of plays, and films about psychiatry, will be presented Jan. 31-Feb. 3 at the Louisville Dayou See, under the day of the Saltre of the Saltre of the Saltre of Salt

### Par Scripter's Play to Preem

Par Scripter's Play to Preem Cincinnati, Jan. 25. Steve Fisher, Paramount scenar-ist, has written a play, "Winter Kill," which will be presented some time during March by the Cincin-nati Civic theatre. Author is expected here for the production.

Northwest Conference D

Northwest Conference Due Eugene, Ore, Jan. 25. Northwest drama conference and regional meeting of the American Educational Theatre Assn. will be held here Feb. 10-12. Organization's annual convention also took place here last Dec. 25-30. AFTA membership, has grown from 420 to about 1,500 in the last

Stanford Tryout

Stanford Tryout
Stanford Tryout
Build No Fence Around Me."
new comedy by Alexander Greendale, will be tried out during February by the Stanford Univ. theatre.

- There's—reportedly. Hollywood
interest in the script.

Houston's Alley Moves Houston, Jen. 25.
Nina Vance's Ally Theatre is moving to new quarters in an old warehouse off Main street, which was not to the control of the contro

### 'Heiress' 16G, Frisco

### Irish Actors Form Equity

Dublin, Jan. 21.

Following bow-outs by authors and musicians from Writers, Actors, Musicians, Assistant Actors, Musicians, Assistant Actors, Equity, modeled on Equity in U.S. and Great Britain.

Initial monthers and actors actors and actors actors actors and actors actors actors and actors actors actors actors and actors actors

and Great Britain.

Initial membership is around
200 mark with ex-Abbeyite Denis
O'Dea named first prexy. Dermot
K. Doolan, general, secretary of
WAAMA, remains as secretary to
Irish Equity.

### M. Carroll Wanted For Guild 'Venice

Madeleine Carroll, star of "Good-bye, My Fancy," at the Morosco, N. Y., is being propositioned by the Theatre Guild for a revival next season of "The Merchanded season of "The Merchanded being season of "The Merchanded being the season with the continue another season with """ and "" with its New York or on "Fancy," either in New York or on the road, or to accept one of several film bids.

eral film bids.

Actress contract for "Fancy" expires June 15. Michael Kanin, co-producer of the show and husband rently here from the Coast to tyo persuade the star to sign for next season and presumably do the composition of the compositio and the state of the state of the state of "Merchant" it will be the first presentation of the Shakespeare work on Broadway since Donald Wolfit did it here two seasons ago. At that time the play the Silvoke streettype angle. There was a similar reaction some years ago when Helen Hayes did the show at several matinees in Chicago, during her "Victoria Refundament, the streettype angle t

### Western Reserve Univ. In Huddles With Legit Trio For Broadway Tryouts

rui Droduway 17youts.
Western Reserve Univ. theatre
is dickering with several New York
producers and directors with the
idea of doing tryout productions of
prospective Broadway plays. Confabs have been held with Harold
Cluman, Hume Cronyn and Robert Whitehead. If arrangements
aren't concluded for a show this
spring the idea will be tried next
lab.
Ill. Interaction Whitehead.

Understood Whitehead, who co-produced "Medea" on Broadway last season, has several scripts he's interested in doing experimentally. wood actor, is considering a cam-pus tryout of Elaine Ryan's "Now 1 Lay Me Down to Sieep." Curuma has a number of scripts in mind has a number of scripts in mind Barchy Leatham, head of the college 'theatre, was recently in New York to confer with the trio New York to confer with the trio New York to confer with the trio

### Strawhat Setup Looms For Virginia Beach

For Virginia Beach
Norfolk, Jan. 2s.
Strawhat theatre at Virginia
Beach is a possibility this summer.
Negotiations are in progress for the
case of a 2000-8eat theatre by Edmund liewitt and Dean Goodman
mation of the National Rep
Theatre in Washington, to present
plays this spring on a non-egregation policy.
Hewitt is an ex-Broadway actor.
Goodman is associated with Harald
Goodman is associated with Harald
comman is specific to the comman is associated with Harald
comman is associated wi

### Shows in Rehearsal

"Anybody Home" — Phyllis Holden. "Blood Wedding"—I -New Stages. e" -- Theatre

### Hub Continues to Lead Philly in Legit Pull: Newspapers Held Strong Factor

Washington, Jan. 25.

Margaret Truman hits the road again next fall as concert soprano. White House announced Sunday . Nearly all producers prefer to 233 she had laked a deal with pluy Boston rather than Philadel-Jeanette MacDonald, Heien Trau-concert and alleld fields," for the of available theaters suitable for fields" might heap thy war. I want to be a suitable for fields might heap thy war. fields" might mean pix was left un-explained, but it does include radio

and video.

Davidson books such artists as Jeanette Mac Donald, Helen Traubel and Eleanor Steber. He suithat, starting in October, she would be booked for a limited number of recitals.

### Boston Rep Is Folding Despite 'Richard III' Hit: Lost \$30,000 This Season

Boston, Jan. 25.
With the closing Saturday night
(26) of its production of "Richard III," with Richard Whorf, the Bos ton Repertory will fold its first season after 12 uneven weeks. There's son after 12 uneven weeks. There's only an outside prospect of the venture being resumed next season. According to Gerald Savory, president and co-managing director, the undertaking would require a budget of \$100,000. Group lost over \$30,000 this season.

over \$30,000 this season. The Rep will have no financial interest in the Broadway presentation of "Richard," which Herman Levin has arranged to sponsor. The season of the

ery and costumes.

Same cast as appeared in the Rep production will play it on Broadway, including Philip Bourneuf, Frances Reid, Polly Rowles and Grace Coppin. There will be a week of rehearsals before the New York preem at the Booth thesers.

### JAP 'MIKADO' HIT ENDS: MENOTTI'S 'THIEF' NEXT

TREAUTII TO TORYO, Jan. 18.

Nagato Opera Co.'s production of "The Mikado," the first ever staged for Japanese audiences, closed this week at the Hibiya Hall, Tokyo, nearly a year after its premere at the same theatre. Company gave approximately 30 permere at the same theatre. Company days approximately 30 permere at the same theatre. The during its bour, a longer run than most operas in Japan-enjoy.

Nagato trouse will onen in To-Nagato trouse will onen in To-Nagato trouse will onen in To-

Nagato troupe will open in To-kyo next month with Jap preem of Gian-Carlo Menotti's "The Old Maid and the Thief."

### Breden-Savoy Opera Co. Is Disbanded in Chi

Breden-Savoy Opera Co., Gilbert & Scaling Savoy Opera Cost. at Chi Opera House, Opera closed Saturday (15). with indefinite plans, until Barry Breden, head of group, announced dissolution to Equity office.

Breden plans remaining in Chi to set up a "Drunkard" company, similar to his production on the Coast. "Drunkard" will be fea-tured at Midland hotel.

### Miriam Doyle on Story

Miriam Doyle, former production assistant to the late Rowland Steb-bins, has been engaged by Sidney Kingsley for a similar assignment on his "Detective Story," which Russel Crouse and Howard Lindsay will produce shortly, with the author directing.

"I Know My Love" — Theatre Guild.
"Two Blind Mice"—Archer King & Harrison Woodhull.
"The Blind Mice"—Archer King & Harrison Woodhull.
"The Blind Mice"—Archer King & Kingsley's "The Patriots."

By HOBE MORRISON M. Truman Under Davidson
Mgt. for Concerts, AM, TV
Washington, Jan. 25.
Margaret Truman hits the road
again next fail as concert someone.

provers, because or the shoring and pre-pre-Broadway engagements to be of the state of the stat

company.

In playing time, Boston has an In playing time, Boston has an even greater edge, because the town is good for longer runs the town is good for longer runs played by the control of the con

three weeks or, tended run. Edge On Business Boston Edge On Business
In total business Boston has an
edge, too. All shows playing the
Bay city so far this season have
pulled a total gross of approximately \$1,500,000, while receipts
for all Philly engagements for the
like period have been about \$1,250,-

00. Boston has seven available legit ouses—the Colonial, Copley, Ma-(Continued on page 61)

### Wildcat Booking Set by Rep Troupe When Frowned On By UBO, ANTA Re Tour

By UBO, ANTA RC Tour Popertory group, which is a considerable of the considerable of t

producer-director.

The wildcat booking procedure was adopted after UBO retused to book the outflat and ANTA advised the members against attempting the tout. C. Foster Bell, a forner control of the con

It's hoped to open the tour late in March, possibly in Richmond or Norfolk.

### Joanna Roos Heading

**European Theatre Tour** 

European Theater four Conducted theater tour of Europe this summer is being organized by Joshina Roos, Broadwateress.

It will extend from Jone 15 to Sept. 15 and cover the pile to the pile of the p

Doris Humphrey lecturing on choreography in the modern dance at Fischer Concert Hall, N., Feb. 7. Richard Korn, symph conductor, writing book, "Orches-tra Accents."

### Chi Cops Not Likely to Interfere As B'way 'Prostitute' Plays Univ. Theatre

Chicago, Jan. 25.

Protesting the Chi legit censorship setup, American Civil Libertes Union, Chicago division,
Americans for Democratic Action,
Americans for Democratic Action,
American for the AdvanceNational Colored People and the
Support Republican Club, all of
the Univ. of Chicago, will sponsor
Jean-Paul Sur. Peb. 8, at Mandel
Bill Univ. of Chicago.
"Prostitute" was originally sked.
""Prostitute" was originally sked.

mall, Unix, of Chicago, ""proxitute" was originally skedef for a Chi run at the Studeheir theatre, bec. 27, but bin by 
Folker beare, bec. 27, but bin by 
Folker beare, bec. 27, but bin by 
Folker beare, but 
Folker beare beare beare beare 
production was unbeled by Mayor 
Cennelly and play was not presented. Censor board had charged 
production was indecent and 
production was indecent and 
production was indecent and 
production was indecent 
production was indecent 
production was indecent 
production was indecent 
production of 
production was indecent 
production of 
produc mmoral plays.

municipal code against innecent or ignoral plays.

Leon Despres, counsel for Chi amende Manya.

Leon Despres Counsel for Chi method Manya.

Leon Child Interest Unional Leon Child Interest Unional Leon Child Interest Child Leon Child Interest Child Leon Child Interest Child Leon Child Interest Child Mariott and Wendell Holmes of the original New Young their performances with Equity's manya. Karl Weber, John Mar-riott and Wendell Holmes of the original cast, are contributing their performances with Equity's retailor in Mandel Hall will be exclusively for student body, fac-ulty and their guests, and not public showing, Mr. Despres sald. Protest vs. Setup

Protest vs. Setup Protest vs. Setup
Dr. Homer A. Jack, vice-chairman of ACLU, Chi division, and
pastor of a Unitarian church
here, we hope to throw light on
Chicago's inadequate legitimate
stage censorship setup."
After the presentation. Feb. 8,
at 8 p.m., a Civil Liberties meet-

(Continued on page 61)

### 'Manhattan' Slot Machine Routine Brings Belated \$150,000 Damage Suit

Suit for \$150,000 damages was filed in N.Y. Federal court last week by Devery Freeman, Coast writer, against comedian Sid Caesar, producer Joseph M. Hyman, and the Make Mine Manhattan Co. Plainfiled Cambridge Caesar, producer Joseph A. Hyman, and the Make Mine Manhattan Co. Plainfiled Cambridge Caesar value of the Caesar value of the Caesar value of the Show without permission.

without permission.

Number was listed in the "Make Mine Manhettan" program as written by Caesar, Max Llebman and Allain Roberts, as long as the comic remained in the revue while it was at the Broadhurst, NY.

Cesar withdraw from the show television show, with Bert Lahr taking over as star for the Lour. Although the defendants haven't yet filled an answer to the suit, they will deny Freeman's claim of authorship.

nicago Jan. 23.

Named Desire" is b

weeks at the Harris here,
closing date around end of
february\_Producer Irene Setzlick
february\_Producer Irene
care group into the circuit. Comcare gro

### Anderson-Weill Musical 'Cry' Making Fast Headway

Cry Making Fast Headway

Maxwell Anderson and Kurt
Weill are making rapid progress
Weill are making rapid progress
Alan Peton's "Cry the Beloved
Country," and expect to have the
first diraft ready for Playwright's
Co. production conferences about
for presentation next fail.

Not even a tentative budget can
be estimated until the first draft.

Not even a tentative budget can
be estimated until the first draft.

Not even a tentative budget can
be estimated until the first draft.

Not even a relatively light one
for a musical, with a minimum of
scenery. However, that was also
the advance word on "Anne of the
quently involved a large production
with a turntable and numerous
settings, which were finally junked
for a simple, basic set.

### 'Slv' Cost 42G,

"The Shop at Sty Corner," which closed Saturday night (22) at the Booth, N. Y., after seven performance of the Style of th a silent a Kaufman.

a silent assist from the late Harry Naufman. Wathran. Which also folded last Saturday night, cost the New Stages treasury about \$7.500 the approximate production figure. It has proving the production figure in the production figure in the production figure in the production of the

### CHI 'STREETCAR' CO. TO TAKE EXTENSIVE TOUR

Anni S 'Nky falling'
Garyon Kanin author of "Born
Yesterday" and the recent "Smile
of the World," has a new play,
"The Sky Is Falling," which the
Flaywrights Co. may produce next
season. It also has a Washind to
be a cross between Cisse Patteryon and Alice Roosevelt Longmorth. Buth Chatterton has been
mentioned for the part, but no oneis set for It.
Elling the Playwrights' members.

### Reverse English

Keverse English
When "fligh Button Shoes"
opened recently at the Hippodrome in London, producer
Jack Hylton sent an exultant
cable to Joseph Kipness, coproducer of the Broadway
original. Message read, "Show
tremendous hit. Posting notices."

Greatly excited, Kipness immediately called the British showman by transatlantic phone, demanding why he was closing the musical if it was stood that the remark "postling notices" had merely been Hylton's way of saying he was mailing copies of the reviews, Kipness muttered, "Why don't you talk English?"

### Bloomgarden Turndown Of 2-Week Deal to Cost Him Actor's Pay for Play's Run

Michael Garrison, who was re-placed during rehearsals of "Death of a Salesman," will receive full payment for the run of the show,

the and full pulses lee has a set of the set

### Gourfain Preps Negro Musical for Coast

milsical for Coast All-Negro in tim ate musical, "Carbon Copies of 1949," will be produced here late in the spring by Harry Gourdain, who formerly by Harry Gourdain, who formerly Paramount, Strand, Roxy and Capitol theatres in New York. Gourfain, now a Hollywood music publisher, also is planning a weekly teleshow with the same cast of the stage production. Charles Hathaway will do the score.

### 'Norway' Set to Tee Off : Pitt Al Fresco Opera

Pfitt Al Fresco Opera ("Song of Norway" will see off the fourth season of summer opera here June 6. Nine shows have been seekeduled, same as last year, and reason for early getaethe Pitt Stadum by first week in August our with the press last week. Meeting with the press last week managing director for the third straight season, announced that he was also planning to repeat three shows which have already become the work of the was also planning to repeat three shows which have already become the work of the work of the was also planning to repeat three shows which have already become the work of the

### Hopes for Nat'l Legit Bill High If It Can Get Under 'Truman Honeymoon' Wire

### Schwartz Plans Tour

For 'U.S.A.' in Spring With "Inside U. S. A." again operating at a profit at the Majestic, N. Y., it is now slated to continue until late February, when it will go on the road. Revue had a couple of losing weeks while Beatrice Lillie was "ill, but, has topped the \$30,000 weekly gross mark since her return."

supped the \$50,000 weekly gross mark since her return.

Comedienne and her co-star, Jack Haley, are under contract to Valerie Bettis and Ene Victor, dance leads. Herb Shriner has already left the show to concentrate to the suppersonable of the suppersonable of the show to concentrate of the suppersonable of the suppersonab

### Theatre Booking Shuffle on B'way

and the start of rehearsals, the stort made no attempt to get of the stort made no attempt to get of the stort made no twented the run-of-the-play elause, was the reason he would with the cleonif Feb. 19 of "Amine delause, was the reason he would with the cleonif Feb. 19 of "Amine Get Your Gun" at the Imperial. The store of Lee J. Cobb, who came from Hollywood to play the male lead in the Arthur Miller drama. It was rightly the store of the store of Lee J. Cobb, who came from Hollywood to play the male lead in the Arthur Miller drama. It was rightly the store of the store of Lee J. Cobb, who came from Hollywood to play the male lead will receive "Lend an Ear," which the Aussie Production of "Richard III." Starring Richard North and the Sydney, Jan. 19.
A deal is reaching, consummation between the William Morth agency of N. Y. and Harry Mussagemy of N. A. A. A. A. Whill Present Languagemy of N. Y. A. A. A. Whill Present and the previously here, with Ben Blue mand as the principal conic. When the North Mary Mussagemy of N. A. A. Whill Present and the previously here, with Ben Blue mand as the principal Next few weeks will bring a the-

tour.

Shows on the way but not set for theatres are "At War with the Army." "Magnolia Alley." "Two Blind Mice," "The Sounding Brass," "The Emerald Stalrcase" and "Miss Liberty." Houses with no definite bookings at the moment are the Cort and Ziegfeid.

### CALVERT SWITCHES TO DOUBLE BILL ON COAST

DUBLE BILL UN COASI

The Wixard of Awes" and
"Irial of the Dead" will be the two
productions starring John Calvert
in a two-night live double-bill program at the Wilsbire-Deell Thea"Wixard" leatures Calvert's
regular magic act. "Trial" brings
back to life such characters as Dr.
Jekyll and Mr. Hyde, Were-Wolf,
Draula, Queen of the Caf People
Thealth of the Cafe Cafe
Start of the Cafe Cafe
Start of the Cafe Cafe
Start of the Cafe
Start of

Establishment of a sational thea-tre, as proposed under a measure introduced Monday (24 in Con-gress by Rep. Jacob K. Javits (R, N. Y.), would be almed not only to spread local and regional drama but to increase the number of road time. According to Javits and Sen. Irring M. Ives (R, N. Y.), who is sponsoring the measure in the Senate, it has a good chance of passage, particularly II is backers acceed in having it considered to make the proposition of the proposition of the honeymoon."

succeed in having it considered quickly, during the "Truman quickly during the "Truman to the bill has generally been favorable, it has already been favorable f

(Continued on page 61)

### Plea to Cancel Lease On Shubert, N. Haven, Denied

By Federal Court Judge

New Haven, Jan. 25.
The spillation of the Tark
Realty Coile to the Tark
Realty Coile to the Tark
Realty Coile to the Shubert theatr
bere, to show cause why a lease
between the Tatt Corp, and the
Yorkshaven Entertiese, Inc. pope
Torkshaven Entertiese, Inc. pope
Tark Realty also sought a 500,000
Tark Realty maintenance of the Coile
Tark Realty maintenance of the Coile
Tark Realty and 1942,
Torkshaven Entertiese Torkshaven
Torkshaven Entertiese Torkshaven
Torkshaven Entertiese Torkshaven
Torkshaven Entertiese Torkshaven
Tark Realty maintenance
Tark Seed Torkshaven
Tark Realty has Indicated that
Tark Realty has Indicated that By Federal Court Judge

Taft Realty.

Taft Reity has indicated that the petition will now be carried into the state court.

### De Cuevas Ballet Hikes

### Capitalization to 295G

grams at the Wilshire-Ebell Theatry Wilshire-Ebell Theatry Wilshire-Ebell Theatry Capital Allele as worker or gular magic act. "Trial" brings back to life such characters as the control of the property of the control of the control

### Plays Out of Town

### Death of a Salesman

Preath of a Salesman
Philadelphia, Jan. 22
Kernit Bomarden Walter Fried Prenation of Jonathan Price of a
Play in two acts by Arthur Miller,
we play in two acts by Arthur Miller,
lidred Dunneck Howard Smith, Thomas
salmers, Cameron Mitchell, Alan Hevitt,
Michiarer, Indiental nucle by Alex
rith; costumes by Julia Sze. At Locust,
Miller Miller Miller Sze. At Locust,
Miller Miller Miller Miller Miller Miller Miller
Miller Miller Miller Miller Miller
Miller Miller Miller Miller Miller
Miller Miller Miller Miller
Miller Miller Miller
Miller Miller Miller
Miller Miller
Miller Miller
Miller Miller
Miller Miller
Miller Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Miller
Mille and your Sze. At Locust.

1. Lee J. Cobb.

Mildred Dunnock.
Cameron Mitchell
Arthur Kennedy.
Windred Cushing
Howard Smith.
Thomas Chalmers
Ann Driscoil
Tom Pedi
Constance Ford
Hope Cameron.

States— "Heaves, four a livest become the complexes of th

sense of his discovery of a woman in the hotel room occupied by the beloved father during a Bosto trip, and his later seene of bitter beloved father during a Bosto trip, and his later seene of bitter argument with that same parent rements. Mildred Dumnock is touching and authentic as the loyal with a discovery of the seen of the below of the

Whorf. At the Co	opley, Boston, Jan	. 17,
'49: \$2.25 top.		
'49: \$2.25 top. Richard George	Richard V	√horf
George	Will Ki	aluva
Hastings	Robert H. F	farris
Anne	Frances	Reid
Tressel	Paul Dy	vinell
Berkeley	Thelman I	Olwan
Berkeley	Waller D	PIAGIA
Queen Blizabeth	Polly R	Witen
Rivers	Glenn W	Hison
Vaughan	Robert Fle	tener
Duke of Buckingh	am Philip Bou	rneut
Thomas	Nehemiah Pe	eranif
Richmond	Michael	Sivu
Richmond	Frank Gar	rdner
Grey	Frank Gar	Coutle
Dorset	Gregg B	uu tiii
- Table -	and the same of th	



### Inside Stuff—Legit

Tallulah Bankhead said his week shird gas The New York Times "to my grave" to get an adequate restriction of the paper's aper has tweek that she "casabed" the reviewing stand for diplomatic and critical guests at the presidential inauguration last week. Times indicated that the actress didn't have tickety and got to the reviewing stand by following the parade, and then only achieved a seat when somebod. Flashing her ticket stubs upon her return to New York she told Times managing editor Edwin L. James, a personal friend, in typical Bankhead fashin of what had occurred. A staunch Truman supporter all the way, the White House had arranged not only seats for her, but a car times reporter had apparently spotted was on arrangements of said. Times reporter had apparently spotted was on arrangements of said. She wanted to make our shell had been controllegetting away to catch the 4 p.m. train to get her back to New York in time for her evening performance in "Private The Times reporter and avery beiter fertraction of its statement or constitution." The Times ran a very brief retraction of its statement or constitutions.

Lives." The Times ran a very brief retraction of its statement on page six. The Times ran a very brief retraction of its statement on page six. That suited Miss Bankhead not a bit and she was making the six bate with seven as she threatened to call her lawyers unless the Times did right by her.

She also resented that the Times man who had noticed her reported with the cops hadn't also reported that she got up smidst the diplomats on the stand and leaned on Secretary of State Dagan Acheson's shoulder to loutly boo Governor Taimadge of Georgia when he passed in the parade. Miss Bankhead is a reconstructed robel from Alabama.

parade. Miss Bankhead is a reconstructed rebel from Alabama.

Producer John Colden crossed up his press agent and the city of Philadelphia last week in connection with his appearance there Thursday (20) to receive the key to the city from May Banchard (1) and the Colden's revival of "They Knew What They Wanted" played Philadelphia, given him is stored. Simon's idea was to have Colden turn in the old key and get a new one. At the was to have Colden turn in the old key and get a new one. At the was to have Colden turn in the old key and get a new one. At the said. Obdurate stance of the producer made a better story than the original idea, and landed on the front page of the staid Bulletin, which rarely falls for press stums.

Golden has "registered" "Wanted" with the League of N. Y. Theatres to open some night between Feb. 15-Peb. 18, but the reservation is only specific dates. So far, the Sidney Howard revival is for one of the specific dates. So far, the Sidney Howard revival is the control to select a specific date.

select a specific date.

Ed King and GC, Bloom, KDKA scripters, have closed a deal with Fred Burnielfi, direction of Pithadugh Phylosuse, to write the sketches and lyters for the Pitt community and Pithadugh Phylosuse. The Pithadugh Phylosuse is a selection of the Pithadugh Phylosuse in the Phylosuse in the

writer who hasn't been selected yet.

Review of "All For Love," which premiered Saturday night (22) at the Mark Hellinger (Gornes), Rollymora N. Y., there even more seven than those accorded the flop "Grandman E but," when the second of the flow of Grandman E but, and the second of the flow of Grandman E but, was singled out in the N. Y. Times was sub-headed "Farrell's Folly." Ward Morehouse and the Herner Time (1998), and the herner Time (1998),

I ever saw, with never a trick missed in either script or production.

Booking of "Death of a Salesman" into the Morosco, N. Y., and the move of "Goodbye, My Fancy" from that house to the Fution, stemmed more statement of the production of "Sacrathine, Wind," "Deep Are the Roots," 'Another Part of the Forest' and "Command Decision," all played the Fution, was assured by Lottio last summer that he could have the Morosco for "Salesman," and interim booking for the more than the production of the

Despite uneven business recently in legit on Broadway, the dance works and the sock. Three events in New York last Sunday (23), giving five sold the sock of the sold of the s

Thornton Wilder, who adapted the New Stages production, "The Victors," from the Jean-Paul Sartre original, was amused to learn that dialog in the play shocked some of the critics. Informed of the show's Broadway reception, Wilder wrote to New Stages from Porton, Linky: Thope it (Victors) is frightening the daylights out of the stage of the critics. There's a sheltered life for you.

Picture spread on Uta Hagen, femme lead of the Chicago company of "Streetcar Named Desire," in the current issue of Life is the fourth major layout the mag has carried on the show in the last 13 montis. No other legit presentation has ever had such coverage in the plant. No other legit presentation has ever had such coverage in the plant of the control of the plant o

Pittisburgh crix last week went all out for Marilyn Landers, new "Lautey" in national company of "Oklahomai" Gal, who moved up to lead from role of 'Giggling Gertle, "nade a nice impression on the boys. She's only 20 and the daughter of George Landers, manager of E. M. Loew's there in Harttord.

### **Total Broadway Grosses**

The following are the comparative figures based on Variety's boxoffice estimates, for last week and the corresponding week of last season: 

### Chi B.O. Strong Despite Weather; 'Brigadoon' \$33,800, 'Streetcar' 171/2G

Chicago, Jan. 25.

Icy streets didn't affect legit scene here, since the five lit houses drew husky b.o.'s. Opening of Plaze the Roof, "at Great Northern, was a boff homecoming for legit control of the control of the

control of the contro

\$15,000.
"Streetear Named Desire," Har-ris (17th wk) (1,000; \$4.33). Taper-ing off slightly, but still plenty profitable at \$17,500.

### BORN YESTERDAY' 14G, BLACKOUTS' 17G, L.A.

DEMONDURD LIV, L.A.

Los Angeles, Ana. 25.
Town's two new attractions got for slow starts last week, "Born Yesterday" met unanimous critical acadiam after its Billimore bow but was dow in building. Teclandia," with the start of the start o

000.

"Born Yeslerday." Biltmore (1st wo (1636; \$3.60. First week's \$14, wo (1.636; \$3.60. First week's \$14, even to profitable but not up to hopes. Started Sunday performances this week (23) and is building.

"Incelandia," Las Palmas (1st wk) 638; \$3.60. First four days after Wednesday (19) opening brought 50-035,000.

### 'Medea' 17G in 5, Mpls.; \$8,000 in Three, St. Paul

"Medea," with Judith Anderson, moved scross from St. Paul on the coldest night of the winter but still managed to grab a neat \$17,000 in five performances at Lyceum the-Show had taken an estimated \$8,000 in three performances at St.

### Wynn 30G, St. Louis

he piece. American is dark this week. Kay rancis opens Monday (31) in "Fav-rite Stranger."

### 'Annie' 331/2G, Balto Baltimore, Jan. 25.

"Annie Get Your Gun" completed the first of a two-week booking at Ford's here last week and mopped up with a very solid \$33,500 total."

500 total.

Extra performance Sunday (23) night started off the second round, with balconies completely sold out for the entire week, and continued action figured to top the initial session.

Joanna Albus has been named executive vice-president of Municipal Concerts, Houston, of which William Z. Rozan is prez. Miss Albus was previously stage manager in Y. for Tennessee Williams. A Streetcar Named Desire,"

### Current Road Shows

(Jan. 24-Feb. 5)

(Jm. 24-Feb. 3)

"Allegro" Curran Friso (24-8).

"Annie Get Your Gur"-Ford's,
Balio (24-29); Lyric, All. (31-2);
Rajah, Reading (3-4).

"Allegro" Lyric, All. (31-2);
Rajah, Reading (3-4).

"Blackoutis of 1948"—El Capitan,
L. (24-3).

"Blackoutis of 1948"—El Capitan,
L. (24-3).

"Brigadoon"—Shubert, Chi (24-29); Davidson, Mil. (31-5); Chi (24-29); Davidson, Mil. (31-5); Chi (24-29); Davidson, Mil. (31-5); Allegro, Mil. (31-1); Allegro, M

Hart, wid-30, stranger"—Shubert, 224, 249, Amer, St. Louis (31-6), "Finlan's Ranhow" Cass, Det. (24-29), Shubert, Chi (24-29), Shubert, Chi (24-29), Shubert, Chi (24-29), 124-29), Aud., Liville (27-29), 124-280, Aud., Liville (27-29), Majestrya, Mont'l (31-5), "Majestrya, Mont'l (31-5), "Majestrya, Mont'l (31-6), "Majestrya, "Mont'l (31-6), "Mont'l (

(31-5).

"Man and Superman"—Cox, Cincy (24-29): Murat, Indpls, (31-5); Aud., Liville (2-3); Aud., Memphis (4-5).

"Medea"—Hartman, Col. (24-26); Twm, Toledo (27-29); Cass, Det.

"Mr. Roberts" — Erlanger, Chl.
(24-5): Name Is Aoutlon" ("Figure
of a Girl")—Walnut, Philly (24-5):
"O Mistress Mine"—Court, Spgfid. (24-26): Acad., N'hampton (27):
Aud., Hartford (23-29): Erle, Schelanger, Buff. (3-5).
"Oklahoma" (No. 1 Co.)—Murat,
Indpls. (24-28): Virginia, Wheeling
"Oklahoma" (No. 2 Co.)—Nixon,
"Oklahoma" (No. 2 Co.)—Nixon,

Ingpis. 4-2-69, 'Vigina, wneeming '''
'''Ohlahoma'' ('No. 2 Co.)—Nixon, Pitt. (24-29); Shubert, Philly (31-5). 
"Raze the Reof"—Gt. No'thn, Ch. (24-5). 
Raze the Reof"—Gt. No'thn, Ch. (24-5). 
Raze the Reof"—Gt. ('Mixis Hall, K. C. (27-29); Omaha, Omaha (31-2); KRNT, Des Molnes (35-5). 
"Sirectear N a m ed Desire"—Arris, Ch. (24-5). "—Shubert, N. Haven (26-29); Plymouth, Bost. (31-5).

"The Heiress"-Geary, Frisco

"They Knew What They Wanted"
—Forrest. Philly (24-29); Shubert,
Bost. (31-5).

### Finian's 30G, Detroit; Francis-'Stranger' 9G

"Finian's Rainbow" grossed almost \$30,000 last week for its second semesterning in the present second semesterning in the present second semesterning in the present song," at Masonic Temple, did a strong \$45,000.

### 'Allegro' \$34,800 Week

Manus City, Jan. 23.

Weather Kansas City, Jan. 25.

Weather was unpleasant in early a series of the control of

# Grin's 51G, 'Kate' 46G, 'Shoes' 40G, 'Chaillot' \$22,000, 'Anne' \$333,500 Tractine wordered to rice as instant and one speed at the control of the control o

### Plays on Broadway

All for Love

Summy Lambert and Anthony B. FerSummy Lambert and Anthony B. Fersceners. Stars Greer and Fgal Hartman.

Bert Wasself reduce Particle Without Start Stars Greet and Fgal Hartman.

Fer Wasself reduce Particle Without Start Stars Stars Greet and Fgal Hartman.

Fer Wasself Revenue Frome. Fand

and Target Market Stars Star

ellinger, N. Y. Jan. S. Osman, S. Os

ogerson, June Graham, Richard D'Arcy,
Singere dincere, etc.; Janie Janvier,
ard Lee, Prue Ward Frank Stevens,
unas White, Bill Thompson, Bob Shawkey,
vonne Tibor, Helen Wensel, Janet
eithel, Norma Dogett, Jean Gelle, Jenet
eithel, Norma Dogett, Jenet
architecture, March Lee, Jenet Benton,
architecture, Right Edberg, Arlyne
rank Helen Schurgot,

Seldom have so many contrib-uted so much to so little as in "All for Love." This revue, for which a sizable fortune has been spent and dozens of people have suppiled material and brought their pres-ence, is a strikingty handsome but of her w is e hopelessly medions show. It represents an appalling

waste.

When the outstanding thin is about a revue is the beauty of the about a revue is the about a revue and a comment on the entertainment on the entertainment of the about a revue is the about a revue is a revue in the about a revue in the about a revue in the about a revue is a revue in the about a revue in

ing, as in the Bond clothes sign state the formatic rehears is stetch.

Bert Wheeler, afflited with frequency metric, actually considered the formatic rehears in the formatic rehears in the formatic rehears the formatic

### SAMUEL FRENCH

Play, Brokers and Authors' Representatives 25 Weat 45th Street, New York 7623 Sunset Blvd., Hollywood 46, Cal

### **EUROPEAN REPRESENTATIVE**

Box V-12, Variety

The Shop at Sly Corner The Shop at Sty Corner
Can Gather production of meloStar Roter Style Corner
Star Roter Style
Ferry Stilling and continue, William
Ferry Stilling and continue, William
Ferry Stilling and continue, William
Ferry Style
Ferr Jay Robinson
Boris Karlofi
Mary MacLeod
Jane Lloyd-Jones
Ethel Griffies
Una O'Connor
Philip Saville
Emmett Rogors
Alfred Hyslop
Reginald Mason

Typically British melorisma has a deliberate, machine-made quality, with the usual stuffing of elaborate stage business and eccentric charties of the stage business and eccentric charties of the stage business and eccentric charties of the stage of the stage business and eccentric charties of the stage of the stage

ements' and other plays. Republic recently released an English and was recently released an English and the second of the second

Mamoulian production of drama in three
acts by Joseph Hayes. Features Richard
Hart, Coleen Gray, Directed and lighted
by Mamoulian; settings, Carl Kent. A
Cort. N. Y., Jan. 21, '48; \$4.80 top (\$6
opening).
Bert Warren Anthony Ross
Myra Warren Dorothy Elder
Attie Warren Louise Buckley
Mary Warren Mary Linn Beller
Grandpa Nelson
Stanupa Treison wimani bentes
Van Warren Coleen Gray
aura CampbellAllce Reinheart
rederick Campbell David White
lenn Campbell Charlton Heston
fark Campbell Richard Hart
iarian Adams Jared Reed
arian Adams

154 W. 46th St., New York 19, N. Y. "Leaf and Bough" represents a disappointing start for a new play

### THE FIRST OF AN INVITATION SERIES BY AN AMERICAN PLAYWRIGHT

SHAKESPEARE COMES TO BROADWAY THE LAST AMERICAN PAGING A ONE MISPLACED EYEBROW

An invitation is extended to all groups actively engaged in the production of plays to try the temper and range of the sew. Each a camplete camely. Each is of a mood and distinct character. Your needs can best determine which one of the above plays you may want to produce—you can give as many as its performances without the need to pay a royalty. Further, a capy of the plays will be sent without cost.

### Write: DILEO PLAY PROPERTIES

1407 70th ST., NORTH BERGEN, N. J.
No performance is authorized unless permission is first obtained, of necessity, the royalty free offer mods in connection mentioned plays will terminate of midnight, April 30th, 1949.

wright. Josen Hayes. It's an earnest effort written with a familiarity with the author 3 Indiana background, but it seems talky, slow, wavering and curiously undrastic and the start of th

is compleated by the bigory and condicion of their respective famination of the two principal locales, presently tends to imped the action and mar the ingitude, the relationship of the two principal locales, presently tends to imped the action and mar the lighting, cluttered stage and numerous grops also hinder the actors. Finally, the performance seems raggedly paced.

The stage of the stage

coarse makes them both acceptable and funny.

The younger son, done by Clement Thierry, is also most realistic. The property of the property o

### Legit Bits

Jean Rosenthal, prez of Theatre Production Service, who just fin-ished a Broadway stint handling lighting for the N. Y. City Ballet Co., at City Center, leaves N. Y. tomorrow (Thurs.) for an eight-week tour of college and little the atres in 50 cities.

Sneak thieves broke into Jose Ferrer's dressing room at the Bilt-more, N. Y., last Wednesday (19) during second act of "The Silver Whistle," and stole actor's jacket

more, N. Y., last Weeknesday (18) during second act of "The Silver Whistler," and stole actor's jacket, whistler," and stole actor's jacket, and the gold pen and pendl, and other from Coast after making two pix from Coast after making two pix for John Ford ... Pegry Wood playing a research doctor in Philocome of the Professional Training Program Professional Training Program Professional Training Program Fordstonal Training Program Side State of the Professional Training Program Side State Office of the Professional Training Program Side State Office of the Professional Side State Office of the Professional Side State Office of the Professional Side State Office of The Production Gram Side State Office of The Production of Side State Office of The Professional Side State Office of The Professional Side State Office of The Professional State Office of The

Hall Shelton's forthcoming production of Merryn Nelson's play about Charles Dickens.

Wayne Tollman, who is on a two-decidence of the production of the prod

Danny Newman takes over flack chores for Dante, the magician, at Studebaker theatre, Chicago.

### Blitzstein and Robbins' 'Guests' in Provocative Preem by N.Y. City Ballet

Preem by N.Y. City Ballet
Composer Marc Blitzagham
usical version of Little, when
musical version of Little, when
produced by Cheryl Crawford nes
cason, and chorocorrectly of
musical version of Little, when
will be a provided to the
combined for a provocative piece
combined for a provocative piece
combined for a provocative piece
miss Little, when
miss Little

parently is control and the property of the control and the property of the pr

### Roerick Quits 'Heiress'

For 'Happiest' Revise For 'Happiest' Revise William Roerick has withdrawn from the touring "Heiress" company to collaborate with Thomas Coley on revisions of their play. "The Happiest Years," for a propective Broadway production. Comedy was tested last summer at the Berkshire Playhous, Stochnidge, Mass., and was considered by several New York management at that time.

### Kirkland Preps 'Adam'

All Madu I (cps Audii Jack Kirkland is putting the finishing touches to his adaptation of Pat Frank's novel, 'Mr. Adam,' Broadway, Understood he's dicker-ing with Arthur Hunnieutt for ea of the top roles. Story revolves around a lose male to escape sterility following explosion of an atom bomb.

### 'CAROUSEL' 54G, RICHMOND

Richmond, Jan. 25.
Theatre Guild production of "Carousel" stood up the town here last week with a gross of \$54,000 at the Mosque theatre. It was a powerhouse all weck.

Attention Producers Leases now available for legit stage-show productions 1949 season. BEAUX ARTS, THEATRE 749 S. Beacon Avenue Los Angeles 14, Calif.

### SUMMER THEATRE

(With Bar and Restaurant)
Due of the Best Known In
New England
Offers unusual appertunity for
two partners, alient or active. For Details Write Box No. 841 riety, 154 W. 46th St., N.Y. 19, N.Y. Immediata Action Necessary

CURRENTLY Emile Littler's "HUMPTY DUMPTY" CASINO THEATRE, LONDON

> ent: NAOMI HORRABIN Paramount Theatre Building, Des Moines, Iowa

LONDON: HARRY FOSTER'S AGENCY

### ...... SCULLY'S SCRAPBOOK

By Frank Scully ......

Through one of those fortuitous accidents of history President Trumar's inaugural and Norma Finney's coronation followed each other owner Mutual or Jan. 20. Between the two, the gal who was crowned figures from the state of the U.S. was getting of the the state of the U.S. was getting the litting of his option.

Feeling that maybe radio wasn't quite fair to the vest pocket marvel from Missouri, I mushed through rains and sleet and caught the Prezigini on a few being the state of the U.S. was getting the state of the U.S. was getting the state of the U.S. was getting the litting of his option.

Feeling that maybe radio wasn't quite fair to the vest pocket marvel from Missouri, I mushed through rains and sleet and caught the Preziginion of the U.S. was getting the state of the U.S. was getting the state of the U.S. was getting the U.S. was getting the U.S. was getting the U.S. was a state of the U.S. was getting the U.S.

version of the biggest inaligues in many; some version of the biggest inaligues in many; some the property of the property of

monarcines of the world, there never was a setting quies a soyal monarcines of the world, there was a setting quies a soyal of the garter, but what you get is a gay blade with marve gags (that's a little on the Victoria side of blue) who proceeds to warm up the ladies with his batter. He walks among them, asking them what has brought them (Carte Gable, he gives them a gracious and courtly brush thus the vertheless a brush) and proceeds to more serious candidates for the primacy. This Metternich of the housemails comes from San Diego, His name is Jack Balley. He was a disc lockey. Does that answer your question? as package of Raymond R. Morgan, who right now is In Paris at the George V grooming Maurice Chevaller; into being a sort of Old Roman Emperor For a Day, and Go in a Washing Machine?

After Balley wernas them up he combs four candidates out of his hair and places them between his questions and the object of their affections, which usually turns out to be a trip to Hawaii and a washing machine.

and places them between his questions and the object of their affections, which usually turns out to be a trip to Hawali and a washing. The day IRST was sworn in, in Washington, and paraded before the millions, who by every poll never voted for him, the four candidates for "Queen For a Day" paraded before their peers in Hollywood, Included Government of the property of the proper

out beforehand.
The regal candidates had to wait for the commercials before the balloting began. These consisted of plugs for Alka-Seltzer and Philip Morris cigaret. The snipe sycophants covered a wide field. One fresh from England had switched to PMs on arrival here, and personally I was delighted to hear that they hadn't changed her accent in the least. The complained that other drarets irritated better throat "Ris witched to Philip Morris, and cigarets heart tild this to my throat since."

The other compatines that other cigarets irritated her throat. "But I witched to Philip Morris, and cigarets hand tid this to my throat since." It was as an attempt to get credence into a testimonial by morrison the Vilgate, but my own one man war is not against the throat irritation of other brands of cigarets but the smog, fog and grog that is fast making it. A. the open-hearth runace of the west. "Until the town's industrial areas have quit blowing their smoke my way, I've and the fast of the control of the

And human that the that?" Bailey repeated.
"I say how do you like that?" Bailey repeated.
Queen Norma told him how she liked it in three unforgettable words.
All she said was: "Cold back there."
Well, for that matter, did you ever know a royal palace that wasn't?

Chi Cons

ing will follow, featuring a na-tionally prominent speaker, ac-cording to Despres. Mandel Hall seats 1,066 persons, but 400 addi-tional seats will be set up in ad-joining halls to enable other per-sons to hear the reading, though not see the production.

not see the production. "It is highly significant that the Univ. of Chicago has made its halls available for discussion of this issue and for presentation of the serious work which two city officials have effectively banned elsewhere within the city limits. The where within the city limits, where within the city limits, and the control of the contro

cluded.

Meanwhile, Capf. Harry Fulmer, head of Chi Censorship Board, stated that action would not rest with the higher-ups, and inferred that since the play would not be given at a public performance, it didn't seem likely that any action that he knew of could be taken.

### **Hub Continues**

Continued from page 46 jestic. Opera House Plymouth. Shubert and Wilbur. Philly has four—the Forrest, Locust, Shubert and Walnut. On the basis of another yardstick, the relative num-ber of Theatre Gulld subscribers, Philadelphia has a slight margin,

Philadelphia has a slight margin.

A major factor in the legit setup in the two towns is the newspaper situation. In policy as well as number of the dallies, Boston is much more attractive than Philadelphia. Latter town has three dallies, the Evening Bulletin, Inquier and News, the latter, at tab, being a the brush to legit copy, the Bulletin in particular,

Boston, with seven make Additional Control of the Postant of the Seven make Additional Control of the Postant of the Postant

Boston, with seven major dailies, offers a striking contrast, particularly in the liberal policy toward theatre coverage. The sheets are the Post, Herald, Traveler, Globe, the Post, Herald, Traveler, Globe, American, Record, Monitor and Sunday Advertiser. Besides daily and art, all the sheets carry theatre sections Sunday. For that reason, Boston is a pressagent's dream, whereas Philly resembles a nightmare. As a consequence the average pa. tries to persuade his proposed to the proposed of the philly. to Philly.

to Philly.

How much the Philly newspaper antipathy to legit copy is an expression of public lethargy toward show business and how much it contributes to that condition is a question. In any case, the journalistic-public distincters in the theater than the state of the contributed of discourage bookings and the public publ

Met soprano Jarmila Novotna, who sang the lead in the "Helen Goes to Troy" legiter, will tour with Sigmund Romberg orchestra on an 80-city visit starting next month.

Literati

Toss Out Libel Action vs. WW

Toss Out Libel Action vs. WW
Walter Winchell was cleared last
week of a libel charge filed against
him in 1944 by Prof. George W.
Hartmann of Teachers College, Coiumbia Univ. Jury found unanimously for the commentator-coliumnist in N. Y. supreme court,
where the case was tried before
Judge B. M. McNally.

Judge B. M. McNally,

Winchell had attacked Hartmann in his column, claiming the
sitter's work as chairman, at that
sitter's work as chairman, at that
sitter's work as chairman, at that
sitter's work as chairman, at the
sitter's work as chairman, at the
ment was hindering the war effort.
Hartmann's suit asked \$50,000
damages from Winchell and
\$25,000 from the Hearts newspapers. Winchell had personally
testified during the proceedings.

Zolotow's Scribe Org Zolotow's Scribe Org Society of Magazine Writers has been formed by a group of scribes' organization is restricting its mem-bership to writers of non-fiction articles, both men and women, articles, both men and women, pieces for major American mags within the year prior to joining. Editors or staff writers of these publications are excluded from the

Wing's Hospital Manual

Wing's Hospital Manual
The just published American
Theatre Wing book on specialized
hospital entertainment, Entertainment
is Fun," with text and editing by Esther M. Hawley, chairman of, the Wing's Hospital Committee, is based on the Wing's
unique program, and is the first
definitive manual of its kind.

definitive manual of its kind.

A sort of show business con-tribution to medicine, the book gives the results of Wing experi-ments, conducted in collaboration with military and medical authori-ties for over five years. Book is designed for use by volunteers and staff workers in areas removed from theatircal centers. Bron.

Goodman's Cooper Yarn

Ezra Goodman's Cooper Yarn

Ezra Goodman's piece for Collier's on Gary Cooper, titled "The
Laziest Man in Hollywood," is being illustrated by the star, who
used to be a newspaper cartoonist.

CHATTER

CHATTER
Prof. Robert Gessner of NYU
doing story on siege of Jerusalem.
Jack Carter in Hollywood to
make motion picture contacts for
the Woman's Home Companion. the Woman's Home Companion.
Gloria Votsis joined Street &
Smith's Mademoiselle as assistant
to the mag's editor-in-chief Mrs.
Betsy Talbot Blackwell.

Gita Lewis and Henrietta Martin completed their mystery novel, "The Naked Eye," and turned it over to Faul Reynolds for publica-tion.

tion.

Sergei Elsenstein's "Film Form," a collection of basic writings in film theory, has been translated and edited by Jay Leyda for early publication.

Robert Spiers Benjamin, former Time correspondent in Buenos Aires planed to Mexico City along the planed to Mexico City about the planed to Mexico City along bureau chief replacing John Stanton who moves to the Paris bureau. New Republic is getting out a

New Republic is getting out a special Hollywood supplement, Jan. 31, with articles on the film capital by Kenneth Macgowan, Lewis Milestone. Howard Koch, Ernest Pascal, Robert Shaw and Tom Brady.

rolls.

11's stated that SMW won't operate as a labor union, but is for Siam to write a series of human content and a series of the series of

Nat'l Legit Bill

suggestions that the various show

suggestions that the various show business elements can agree to support would obviously have pri-ority in the conference provided for under the bill. Contrarivise, if no specific plan or proposals, it might have a blighting effect on the whole Javits-bves program. The whole Javits-bves programs con-sulted Helen Haves, who brought javits himself Congressman con-sulted Helen Haves, who brought in the hunband, playwrightenag was then taken to Derwent, Freed-was then taken to Derwent, Freed-yattomay John Wharton and Theatre Gulid co-directors Thereisa Javits subsequently made two ap-pearances before the ANTA board, which agreed to give the measure pearances before the array which agreed to give the measure

used to be a newspaper cartoonist. Goodman also did a piece on full support. Soliday, titled "Small Wonder." The mag writer is sold to understand the state of th



➤ The exciting story of a man's search for the person who had betrayed him, the woman who had loved him, and the man he had once been ... by the author of NO SURRENDER

After Midnight

A novel by MARTHA ALBRAND

Just published, \$2.75. A forthcoming PARAMOUNT PICTURE At all bookstores, RANDOM HOUSE, New York



### Broadway

Broadway

Hot Air Club holds its 50th annual beefsteak dimer at the Lambs
Saturday (29).

And the state of the state of

Florida Citrus Canners Coopera-tive account. Massey bought Law-Roymond Massey bought Law-Roymond Massey bought Law-Roymond Massey bought Law-rent Company of the Con-tate for a reported \$125,000. The Thibbets, however, are relatings some 30 acres and a small house for their own use. Grant to the Coast for conflase with Harry Cohn. Columbia prexy, whom he repre-sents. Grant is also stated to hud-dle with Jack and Harry Warner bright and the control of the con-longer of the control of the con-trol of the con-

Columns precy, whom he represerved that and Harry Warper
on deals for his clients pending.
Below the analysis and Harry Warper
on deals for his clients pending.
Belower Rosselfin, director of
"Palsan," accolded for that fills
and the server of the server of the server of
"Palsan," accolded for that fills
at week when the National Board
of the server of the server of the server of
the year," at a reception held at
the Museum of Modern Art.
The server of the server of
the server of the server
the server of the server
than the

### Germany

By Harvey Sanderson Geiselgasteig, Munich, now has seven studios, making it the center of German pix production. Tova Film, Berlin (licensee Carl Boese and Gaston Briese,) is shoot-ing its first pic in studios of Ondia

Boses and Gaston Erices, is shooting its first jot in studies of Ondia in Berlin Cress Else Eister is starring with Bernard Keenigsfeld in Rather Rich—But Happy, a musical concept plying in Cologne.

Seater, has opened in Berlin only a few hundred yards from the site in Kurthersfendamm where the Committee Hilm began its fill distribution business in the three western zones of Germany and in Australia Committee Hilm in Wantier Hilm in Kurthersfendamm where the Willy-Zepen Film, in Munich-Geiselgasteig, is ynchronizing the Willy-Zepen Film, in Munich-Geiselgasteig, is ynchronizing of distribution met summer.

For Droduction, Berlin, a new you documentaries, "The Berlin Woman Today" and They Dort Gerlin Hilm Woman Today" and They Dort Gerlin be done on the streets of Berlin, Magda Schnelder, and Karl

Sleep Nights." Most of the shootleng will be done on the streets of
Magda Schneider and Karl
Schoenboek have joined Walter
Janssen in a musical comedy. "The
Ministry is Offended," current at
the Stunbacker in Munich. The
Jangen and Augsburg.
The press department of DEFA
has denied stories in some daily
lang made a Soviet film corporation.
They also denied that a credit of
140,000,000 rubles had been set up
to launch the new concern. Alater
Lichtspiele, has opened in Mannheim. In Hamburg a fourth house,
The Urania Lichtspiele, has opened

on the site of a house destroyed by bombs in 1943. At Harburg the U. T. Rathausplatz (650 seats) gives the town its sixth pix house, while in Essen, the Gemar Palast (1,200 seats) has reopened. It was completely destroyed by bombs.

PATES

By Maxime 6e Beix

Sg Blud Montpornasse)
Friends feing clown Francois
Fratellini on Yuth birthday.

Grant Grant Grancois
Fratellini on Yuth birthday.

Grant Grant Grancois
Katherine Dunham signed a new
contract for a two-month Noldover
in I. B. Morrill took entire company of Big Ben's to Lausanse for
opening of new film house.

George Maurer, producer of "Mr.
George Maurer, producer of "Mr.
Thocan", Sgd a beliarded arginon from
Thocan Grant Granton Granton

George Maurer, producer of "Mr.
Thocan", Sgd a beliarded arginon from

Hongon Granton Granton Granton

George Maurer, producer of "Mr.
Thocan", Sgd a beliarded arginon from

Hongon Granton Granton Granton

George Maurer, producer of "Mr.
Thocan "An arwives, with pelsion."

Bill Robson, CBS producer, and Ray Morgan, associate, in on Ca-ronia to begin "This Is" Paris"

Series.

Belgium, Dutch and French Radio bigwigs holding conference to decide on standard TV screen for

Belglum, Dutch and French Radio bigwigs indiding conference to
Europes.

Loop Pearson, NEC, Paris, called
to Washington to run NBC video
to Describe to the State of the State
Loop Pearson, NBC, Paris, called
to Washington to run NBC video
to the State of the State
to State
Loop Pearson, NBC, Paris, called
to Washington to run NBC video
daily Maintein, first Japanese
the varHotelman M. Berladier is financlag four Paris legit houses—St.
Cambidia.

Orson Welles down last week
with flu but prepping to hop for
ing picture here with Eric von
Strobelm and Maria Montec.

Metro's 3,000-sealer Forum. In
hight stops of Maurice Chevalier
and of Katherine Dunham tours.

Roger Cagers, produce merepresentations of the State
Lido club.

### Miami Beach

By Lary Solloway Lou Irwin in town, at Roney. Joseph Schenck here on his

Lou Irwin in town, at Roney.
Joseph Schenck here on his
Bob Hope troup botted by Neal
Lang at Roney Plaza.
Peter Lorre at Sierry Frontense
Louis Shurr fiew in to meet Bob
Hope and went to Tampa with him
Hope and went to Tampa with him
Lenny Kent cut short Paddock
club engagement on news of father's death Sunday (23) and rushed
Gene Baylos may be back at
Mother Kelly's, where he clicked
for Baylos may be back at
Mother Kelly's, where he clicked
Hope Seed of the Seed of the Seed of the Seed
Hope Seed of the Seed of t

reservations for February, reservations for February, March, Kay Thompson and Williams Brothers, Feter Lind Hayes and Mary Healy, the Jack Cole dancers and Sammy Kaye orch, opened at Copa City, Monday (24),

### Rome

Lynn Merrick, Hollywood film-ete, visiting Rome. Will visit Paris

oon. Gregory Ratoff in Rome discuss-ng film plans with author Ben

Gregory Rator in Rome usuessing film plans with author Ben Binnie Barnes; now in Rome, etting offers from film companies in the Lopert, Rome et Lopert, Rome e

do the film in Italy later in the year.

Alida Valli, star of "The Paradine Case," has been visiting her mother in Como, in northern Italy, when not working on film "Third Man" in Vienna. She will spend a short time in England before returning to Hollywood.

### London

Diana Napier, widow of Richard Tauber, has written his biography, which is to be published in Febru-

which is to be published in February
Tom OBrien, M.P., British labor,
theit, visiting Austria and Hungary
Cheit, visiting Austria and Hungary
Cheit, visiting Austria and Hungary
Congress.
Frank Lawfon is to star with
Rosalyn Bouliter in a new comedy,
Yammeer in Describer, by James
John Describer, by James
Low Lawfon Boundary
Harry Roy re-forming his band
after two years lapse to four vaudethie, with version extendive tow
for Moss and Stolls some time in
April.

ville with version of "Stop\_the Music," and opens extensive four April.

Wally Peterson, one of the few of "Oldsformal" turned songwiter with a wait, "This is the First Time," which Lawrence Wright Time," which Lawrence Wright Time, "Which Lawrence Wright To emphasise the association of Pathe Pictures with the Association of Pathe Pictures with the Association of Pathe Pictures with the Association of Pather Pather to poper, amounted shange of company's name to Associated British-Pather sine first appearance as Macbeth when he plays the pole in this year's Shakes-Ayon, opening April 16. Diame Wayward plays Ledy Macbeth. Allson Legalt taking over Mary Wayward plays Ledy Macbeth. Allson Legalt taking over Mary Wayward plays Ledy Macbeth Shanger and Margeny Sharp's new plays of the Pather Sharp's new plays new plays of the Pather Sharp's new plays new

Wright at Blackpool, opening June 9.

Wright at Blackpool, opening June 9.

Southeoning evrue skedded to color the color of the color o

### Aberdeen

Carl Rosa Opera set to play His Majesty's April 11. Harry Parry and Rhythm Sextet booked for variety at Tivoil Jan. 31. Big advance sell out for February season of "Annie Get Your Gun," htting its furthest-north spot in Britain.

hitting its furthest-north spot in Britain.

The Logan Family, w.k. Soot out-fit of entertainers, play two weeks here next month. Mother is sister of Elia Logan. Scots comic Jimmy Nicoli who clicked here in pantomime "Dick Whittington," has been booked for next Christmas.

### Australia

Slapsie Maxie Rosenbloom okay at Celebrity Club, Sydney. J. C. Williamson reviving "White Horse Inn" for short run in Mel-bourne.

Horse International Control of the Control of the Control of Contr

erator with Charles Munro, boats to London on a biz-pleasure trip. Herschell Stuart, continues to make slow progress at St. Vincent's Hospital, Sydney, following heart

ratior with Charles Munno, boats to London on a blz-pleasure trip. Herchell Start, continues to make allow progress at St. Vincent's the continues of the conti

Kansas City

By John Qulm

Shemm Bys. at El Casbah of
Bellerive Bys. at El Casbah of
Bys.

here.
Ruth Warrick due in from Coast to begin rehearsals for "Candida." Play opens Feb. 21 at University of Kansas City Play-

### Shanghai

Shanghai

By Hai P, Mills

'Boll Toll' and 'Search' two
biggers tolls' and 'Search' two
biggers tolls' and 'Search' two
biggers tolls' and 'Search' two
Metro's Eddie O'Connor planed
in from Hongkong for brief visit.

Alteries will be hard hit when
differed to the state of the state of the
differed tolls and the state of the
differed tolls and the state of the
has breadquarters at Singapore.
For Eastern settin, planed in from
has breadquarters at Singapore.
Wage increase of 80% granted
wage and the state of the state of the
boycott of freeign pix.

Tender
Long the state of the state of the
boycott of freeign pix.

Tender
Long the state of the state of the
long the
long

### Portland, Ore.

Total selling stip.

Chips Rafferty is due back from Loudon early February. He's to do a local chore for Ealing.

Arch Menzies, well-known playshard from the Loudon early February. He's to do a local chore for Ealing.

Arch Menzies, well-known playshard from the Loudon early February. He's to do local chore for Ealing.

Total weeks orth at Jantzen discussion of the Loudon early february in the Loudon early february. He's to do local the Loudon early february is summed powers to issue discussion early february. He's to do local the Loudon early february is summed powers to issue discussion early february in the Loudon early february is summed powers to issue discussion early february in the Loudon early february is summed powers to issue discussion early february in the Loudon early february is summed powers to issue discussion early february in the Loudon early february is summed powers to issue discussion early february is summed powers to

### Hollywood

down plenty of poundage by dieling.
George Brown, Par studio publicity-ad head, east to sail Feb. 3 on a 15-day Carlbhean cruise. Rive to Mexico with the Bill Render of the Control of th

Dorffisse Gerntofy attendant to Prony,"
NBG exec veepee Charles Denny detoured to Frisco to huddle with Politics of the Property of the Property of the Property of the Western State of the Western S

### India

By N. V. Eswar

South Indian film industry joited
by the ban on any program that
extends over three hours.
Calcutta in 1948 produced 39 pttures in the local language, Bengali. A dozen proved boxoffice successes.

sall. A dozen proved boxofite successes.

The Madras Government is ordering imposing a ban on diversing imposing a ban of the succession o

### **OBITUARIES**

### JOSEPH CAWTHORN

JOSEPH CAWTHORN
Joseph Cawthorn, B1, veteran
siage and screen comic, died of a
stroke at his home in Bewerly
Hills, Catt he last dix years, Cawtions appeared in more than 50
films since going to Hollywood in
1928. Frior to the home the six years
dim since going to Hollywood in
1928. Frior to the home the six years
deep the six years and musical
Born in New York, Cawthorn
made his stage debut when he was
four guan "Pickaninay Minstrels."
He was with Haverly's Minstrels."
I was a superared in music
last the six year later. At 9, he went to Engle
He was with Haverly's Minstrels."
He was with Haverly's Minstrels."
He was with Fixture to the six year later. At 9, he went to Single
Bock in the U. S., his interest in
the legit singe gradually became
concentrated on reference and the six years
with the six years and years
with the six years
with the years and years
with years
with the years and years
with the years and years
with the years and years
with years
wi

He went to Hollywood in 1926 and appeared in such films as "Taming of the Shrew," "Kiki," "Princess and the Plumber," "Tallor Made Man," "Smart Girl," "Page Miss Glory," "Cat and the

### CHARLES E. BENSEE

In Loving Memory of a Devoted Husband and Father who left this

LOTTIE WALTON

Fiddle." "Gold Diggers of 1938" and "One Rainy Afternoon." While In Hollywood, Cawthorn finally played the role of Herr Schuman in "Naughty Marietta," Schuman in "Naughty Marietta," by Victor Herbert. During his career on the legit stage, he appeared in musicals pro-charge from James and the pro-tonates from James and the pro-formers from James and the pro-formers from James and James and

ham, Al Woods and Ocear Ham-merstein. During the first World War, Cawthern was forced to drop his Cawthern was forced to drop his Valley from the was considered on of the outstanding German dialect comics of the U. S. stage. Cawthern was a favorite comics of the U. S. stage. Cawthern was a favorite comic of the U. S. stage. Cawthern was a favorite comic of the U. S. stage. Cawthern was a favorite comic of the U. S. stage. Cawthern was a favorite of the Wilson. His first production without his dialect was "The Canary," He co-catarred for eight He is survived by his widow, the Former Queenle Vassar, former musical comedy star, and two step-sors.

### KATHERINE STEWART

"Sappho." a repertoire that included "Sappho." "Sappho."

### BASILE IVANOFF

BASILE IVANOFF
Basile vanoff 48, Russian
dancer, died in Washington, Jan.
17 only two days after and rariage. Born in Russia, he fied the
country after the revolution and
studied bailet in Italy. Ivanoff
first visited the U.S. as a member
of a Cossack horsemen's show
troupe.

troupe.

As a member of Platoff's Don Cossack Choir, he toured the world for several years. Settling in the U. S. in 1939, he was a dagrant away was a settle the control of the control o

graduated into radio from piano selling, going to KOA, Denver, in 1944, from WAAQ, Chicago, where he had a network quarter hour, the head a network quarter hour, the head a network quarter hour, the piano of the first radio entertainers to give children's programs in charity hospitals of the Chicago area. He wrote several sones, area, the wrote several sones, area, and "Crying My Eyes Out for You". Averaging also we weekly for 26 years, his longest was a marathon from ga paino number.

NORA GREGOR

NORA GREGOR

Actress and star of the Vienna
Burg-Theatre, died Jan. 20 in SamBurg-Theatre, died Jan. 20 in Samtioning from her home in Buenos
Aires. Brought into prominence
by Max Beinhard, Miss Gregor appeared briefly, in some U. S. films,
the control of the control of the control

star of the control of the control

star of the control of the control

star of the vienna

star of the vi

lish.

Surviving are her husband,
Prince Ernst Von Starhemberg,
former Austrian vlce-chancellor,
and a son.

mink 200NORS

Mike Connors, 87, Australia
vaude and radio actor, died in
Sydney, Jan. 17. He broke into
Aussie ahow business 80 years
with the season of the

ALEXANDER SAVINE
ALEXANDER SAVINE
Alexander Savine, 67, died of a
Alexander Savine, 67, died of a
Alexander Savine, 67, died of a
Manager Savine, 67, died of a
Savine Savine, 67, died of a
Savine Savine, 67, died of a
Sa

### PHILIP SPERRY

PHILIP SPERTY
Philip Sperry, 48, who started
in 1916 as a newareel photographer and later became a newareel cameraman with William Fox, died
in 24 in New York, A the time
ager of the Wabash. Corp.—Sperry
was instrumental in the development of low priced equipment for
flash photography in inexpensive
controls.
Survived by wife and son.

DR. IMBR F. PATAI
Dr. Imre F. Patai, 54 researcher
in election tubes for radio and
television, died Jan. 20 in Swarthmore. He won notice for his work
in electronics, being on the staff
of Franklin Institute's Bartol Research Foundation.
Survived by his wife, Agi Jambor, a concert planist.

ALFRED MAXWELL SARGENT
Alfred Maxwell Sargent, 68,
stage and screen player, died recentur in Kalamazoo, slich, after abid by the stage of the st

legit stock company in Salt Lake City, Wright moved to Hollywood several years ago to work in films. Among Wright's recent pictures were "Rose of the Yukon," "Air Hostess" and "Impact,"

LOUIS STEWART
Louis Stewart, 61, Cincinnati exlibration died Jan. 21 in that city,
He had been ill since June, when
he sold the Parkland, Sayler Park,
and the Ohio in Addyston.
Survived by wife, daughter and
one sister.

BILLY RANKIN
Billy Rankin, 64, died in Chicago
Jan. 21. He was the producer of
some of the first lavish nightelub
productions, such as the Midnight
Frolics, Club Royale and the Friass n. Survived by widow and brother

GEORGE A. FORTIN
George A. Fortin, 71, died Jan.
17 in Bradley, Ill. He was one of
the organizers of Majestic Amus.
Co., which operates theatres in
Kankakee and Streator, Ill.
Surviving is widow, brother and
stster.

GILBERT L. BECKER Gilbert L. Becker, office man-ager for Metro in Detroit, died there after a long illness. Survived by wife and two daughters.

Mother, 69, of legit producer-director John C. Wilson, died Jan. 18 in Trenton. Daughter, another son and three grandchildren also survive.

Mother, 82, of Herman Landwehr, house manager of Capitol, N. Y., died in Spring Valley, N. Y., Jan. 21.

Mother of Mrs. Harry K. Me-Williams, who is wife of Colum-bia Pictures' exploitation manager, died in New York, Jan. 21.

Mother, 80, of Phil, Leopold and Maurice Spitalny, orch leaders, died in Cleveland, Jan. 19.

### BIRTHS

Mr. and Mrs. Paul Brinkman, son, Los Angeles, Jan. 21. Mother is Jeanne Crain, film actress; fath-ls a radio manufacturer.

month with broken leg.

Heien Claire McAllister, local
dancer, doubling long shots for June Haver in "Silver Lining."

Irv Levison, former WB booker here and in Indianapolis, is scout-ing Film Row possibilities again. Bernie Randall, ex-RKO booker, changed mind about going into vision sets. is a radio manufacturer.

Mr. and Mrs. Paul Adler, son,
Jan. 3 in Chicago. Mother assistant
to Biggle Levin, radio producer.

Mr. and Mrs. Stuart Thompson,
daughter, Hollywood, Jan. 17.
Father is a cameraman at Paramount.

Mr. and Mrs. James McGlone, daughter, in Chicago Jan. 20. Mother was Mariam Siwek, former midwest advertising rep for VARIETY.

VARIETY.

Mr. and Mrs. Marvin Broyles, son, in San Antonio, Jan. 16. Father is program director for KCOR

nere.

Mr. and Mrs. Bud frizer, gaughter, in Pittsburgh, Jan. 17. Father's on WWSW staff there.

Mr. and Mrs. George Barenbregge, son, in Pittsburgh, Jan. 21. Father's on KQV staff in Pittsburgh.

burgh.

Mr. and Mrs. Frank W. Keily, daughter, Buffalo, Jan. 10. Father is assistant station manager of WBEN, Buffalo.

WBEN, Buffalo.
Mr. and Mrs. Max Tishman, daughter, Jan. 23, N. Y. Mother is Ruth Gray, of the Gray Family vaude act; father is vaude agent.

vaude act; father is vaude agent.
Mr. and Mrs. Buddy Friedlander,
son, New York, Jan. 21. Father is
Mills Music contactman; mother
was formerly secretary to Lou
Schwartz, Mills office manager.

### **Plush Niteries**

Continued from page 1

should Ned Schuyler, Beach-comber, Miami Beach, operator, take over the Harem, and Harold Minsky, now with the Colonial Inn, Hallandale, Fla., operate the Carnival. Such deals are in the Lilliam Moore's solo ballet in Konzerthaus big success. The Moore of t

Singlest work to current opera-tions is the possibility that Schuy-ier may attempt to run the Harem with a multiple headliner policy. Should this occur, it's likely that a talent war of unprecedented dimensions will take place in New

in the U.S. in 1939, he was a day for several years. Settling ser dances are the light of the set o

### Chatter

Pittsburgh

By Hal Cohen

Jackie Heller on 16-day South American cruise to convalesce from recent illness. recent illness.

Johnny Harris back from West
Coast after getting tour of "Ice
Cycles" under way.

Howard Cromble, Monogram
salesman, will be laid up another
month with broken leg.

Chicago

Vienna

Hollywood

two weeks to guest-shot on the
Jack Benny radio show.
Sylvias Fline preceded. Danny
Sylvias Sylvias Sylvias Sylvias
Rosy opening Feb. 2 Some 14
Comics turned out last week for
Ramon (& Renital, ex-dancer,
now bonifaces of the Papagayo.
Santa Monica Mecian-type restanpow bonifaces of the Papagayo.
Santa Monica Mecian-type restanbefore her departure on a South
American tour with Xayier Cugat
their Bewlills manse furnished,
excepting for certain choice private pieces, books, etc., and will
Have an apt on West 55th in ManHattan.
Hattan and the Sylvias Sylvias Sylvias
Jack Benny for 98 guests in honer
of the Bill Paleys. Mike Romanoff
that all of Benny's capital gains
went into financing the caviar-andchumpagne shrindig.
Beny Sylvias Sylvias Sylvias Sylvias
went into financing the caviar-andchumpagne shrindig.
Beny Sylvias Sylvias Sylvias
went into financing the caviar-andchumpagne shrindig.
Beny Sylvias Sylvias Sylvias Sylvias
went into financing the caviar-andcright of the Bewhills feede hoteller
Max Blouet, managing director of
Juncheon here. Blouet Is en route
east via hotel stopoffs in Phoenix
for the Sylvias Sylvias Sylvias
Beny Sylvias Sylvias Sylvias

Beny Sylvias Sylvias Sylvias Sylvias

Juncheon here. Blouet Is en route
east via hotel stopoffs in Phoenix

Brital Sylvias Sylvias Sylvias Sylvias Sylvias

Brital Sylvias Sylvias Sylvias Sylvias Sylvias Sylvias Sylvias

Brital Sylvias for the pro-grid champion Phila-delphia Eagles, began his floor show career this week as singing star at the Rendezvous in Hotel Hollywood

Senator,
Abbott and Costello were on television from the Inaugural Ball in Washington last Thursday night (20) at 9:30 p. m., and were back in the Click here in time for their 11 o'clock show. A special plane and motorycle police escort from the aliport enabled the comedlans to play both.

### Edinburgh

Perth Theatre presenting Shakes-eare's "As You Like It" at Gate-

Avalanche of bookings at King's for five-weeks' season of "Annie Get Your Gun," teeing off Feb. 22, Flora Robson set for Edinburgh Jan. 31, with Company of Four, in Shaw's "Captain Brassbound's Ad-venture."

New Terence Rattigan play, "Adventure Story," starring Gwen Ffrangcon-Davies, plays Lyceum here Feb. 7.

### Glasgow

Glasgow

By Gordon Irring
Anna Crawford, Edinburgh-horn
actress reveword, Edinburgh-horn
actress reveword, Edinburgh-horn
actress reveword, Edinburgh-horn
card Rosa Opera set for fourweeks' season here in April, with
Carl Rosa Opera set for fourweeks' season here in April, with
new for the control of the control
reverse of the control
reverse of the control
reverse reverse reverse depth of the
card operation of the control
reverse reverse reverse reverse
the street of the control
reverse reverse
the street of the control
reverse reverse
the street revers

### Amsterdam

By Den Berry

dress business and is selling television sets.
Shirtey Lane (MacQuillan) played Carousel for first hometown engagement since she started dancing professionally.
William Wymetal, managing director of outdoor opera company, has arrived in town to arrange repertoire for this summer.

Ballets de Portie playing the Stadsschouwburg here. U. S. tour arranged for the Concertagebouw Orthestra now post-post of the Concertagebouw Orthestra now post-post of the Concertagebouw Orthestra now post-post of the Concertage Chicago
Cinades rucker, Lonono agent,
tooking our tucker, Lonono agent,
tooking our tucker, Lonono agent,
tooking our tucker, Lonono agent,
Barbara Ann Scott on stage appearance at the Chicago, Peb. 4.
Glenda Farrell in town visiting
McCarthy & Farrell.
Walt Disney and cast members of
So Dear to Aprilent coctasties.
Carthy & Farrell.
Walt Disney and cast members of
So Dear to Aprilent coctasties.
Dorothy Shay skedded for April
Topening at Palmer House Empire
To Dorothy Shay skedded for April
Topening at Palmer House Empire
May &
Joseph Shap, comedian finishing
May &
Joseph Shap
London Shap

### South Africa

By Joe Hanson
"Apartment for Peggy" (20th)
flop at the Colosseum, Cape Town.
Joseph Seidelman, U-I exec, due
this week from U. S. for confer-

this week from U. S. for confer-"Oktahoma," a sellout at His Majesty's, Johannesburg, since its opening Dec. 28. declas. Government shortly passing legislation to set up a State Broadcasting Corp. and teacher, Jound shot with her husband while on picnic. Suicide pact indicated. Menageric, "by Ten-ressee Williams, produced in Cape Town by Leonard Schach. Show very well received.

MARRIAGES

Nancy Dare to Lorry Marshall, in Pittsburgh, Jan. 15. Bride's a dancer; he's a musician. Phil Gray to Peggy Ford, in Omaha, Jan. 18. Gray is with Henry Busse's band; bride is dancer.

Hilladeliplia

By Jerry Gaghan

lda Theeman now handling

cecktall bookings for Low
efer's agency,
may Thomas booked into the
in Casino Jan, 31, and will
in Philly Sports Writers an

dinner.

Martha Grayson to J. Edward

shugrue, St. Louis, Jan. 29. She's

a 'powers model; he's former film

producer, now national director

sh Pritchard, star half-back for the Freedom Train.



31ZZY

"The Dean of Bop"

## GILLESPIE

And His Orchestra

**RCA-VICTOR RECORDS** 

"There can be no dispule over the fact that this young bandleader has developed over the past young bandleader has developed showman." Couple of years into a top musical \_\_YARIETY.

"The biggest be-bopper in the jazz world today is the muffin cheeked trumpeter named John Birks ("Dizzy") Gillespie."

—LIFE

"Direty Gillespie is one of the founders of a new service called be-bop. He is also its educated of lazz music called be-bop. He is also its educated of lazz music called be-bop. He is also its educate music called the service of lazz music called the service of l

Oddly enough, be-bop Isn't as hard to take as the reviewer once thought, by noisy and brassy and has peculiar sounds, but has a primitive appeal that makes it exciting.

—8ILLSOARD

Willard \*\* Alexander. Inc.

33 ROCKEFELLER PLAZA, NEW YORK

Scanned from microfilm from the collections of The Library of Congress National Audio Visual Conservation Center www.loc.gov/ayconservation

> Coordinated by the Media History Digital Library www.mediahistoryproject.org

Sponsored by

Department of
Communication Arts
University of Wisconsin-Madison
http://commarts.wisc.edu/

A search of the records of the United States Copyright Office has determined that this work is in the public domain.