

Magic

By Bill Sachs

THE AMAZING MR. BALLANTINE (Carl Sharpe) postals that during his New York Paramount run last week he had a number of magical visitors, including Vantine and Cazan and Kismet, all of them just returned from overseas duty with USO. "Saw Kolma at Leon & Eddie's," scribbles The Amazing, "and enjoyed his Chinese (?) act a lot. Don't do a trick in my act, but the real stuff is the basis for the phony." . . . ED RENO, that grand old man of magic, is at St. Mary Hospital, Kankakee, Ill., recovering from an operation for varicose veins. A cheery note from friends would delight him. . . . EVANS BROWN is winding up a two-weeker in the Surf Room of Wildwood Manor, Wildwood, N. J., with his music and magic. . . . MILBOURNE CHRISTOPHER V-mails under date of July 14: "Back on the Continent again, this time as the first American magician to hocus-pocus in liberated France. Still carrying my zippered briefcase of props along with the usual G.I. equipment." . . . PAUL STADELMAN, who recently started out of Chicago with a USO unit, was called to his home in Hopkinsville, Ky., from Nebraska due to the death of his wife, who was buried in Hopkinsville July 24. Stadelman rejoins his USO unit in Dallas this week. . . . ROSA ZINDRA, mentalist, is with Harry Lewiston's World's Fair Side Show, set for the season at Edgewater Park, Detroit. . . . LITTLE JOHNNY JONES, Chi conjurer, postals from somewhere in Australia under date of July 10, his birthday: "Had a nice visit last week with Les Levant, but bookings prevented a real magic session. Met Swoger, of Pittsburgh, who is known as 'Whoofie Dust' by his buddies here." Jones is Down Under with a USO unit. . . . BECKMAN, Montreal mystic, opened Monday (31) at the Silver Ball, Utica, N. Y., for a two-weeker. . . . DR. GIOVANNI, "king of pickpockets," is on a return engagement at the Bowery, Detroit. . . . LESTER LAKE (Marvello) says "Nuts to You Guys" via a coconut addressed to this scribbler and Alvin Plough, our co-worker and Ciney magic enthusiast, from Miami Beach, Fla., where Lake is regaining his figure by chasing those well-filled bathing suits over the sands.

The G. F. Shifts And Reasoning

(Continued from page 3)

It once catches the listener with Fanny Brice, he'll stay around to hear the rest of the skein. The comparable time on NBC, which offers *Gildersleeve*, Benny, *Fitch* and Charlie McCarthy, has plenty on the ratings, they admit, but they feel that their shows can compete with them. This is predicted not only on the Brice pull but on the fact that the CBS 6 o'clock show will be International Silver's *Theater of the Air*, which bucks NBC's *Catholic Hour*.

Dough Saved

Even if some Brice listeners are lost to *Gildersleeve*, some of Kate's listeners to Benny and *Fitch* and some of *Blondie's* to Charlie McCarthy, Carlos Franco, Y & R time-buyer who handled the deals, says that it will still be a profitable arrangement. By buying two one-hour segments rather than half-hour shots, the sponsor saves \$2,000. The cost of a half-hour is \$6,000 on CBS, an hour is \$10,000. If some loss does result from the tough competition, it will be more than compensated for by the money saved thru buying time in large blocs.

Clearing the time for the Sunday switches was simply a case, the agency said, of General Foods, a top buyer of time, seeing what it wanted and taking it. The trade points to the fact that most of the time cleared belonged to Y & R accounts and that helped considerably.

One of the products that the sponsor is getting set to plug extensively now and after the war is Bird's-Eye frozen food. Until the summer, Bird's-Eye had one show on the air, the Dinah Shore Thursday night 9:30-10 program on CBS. Bucking CBS on Thursdays was an all-star NBC line-up, from 7:30 to 10:30, of Bob Burns, Frank Morgan-Fanny Brice, the *Aldrich Family*, Bing Crosby, Joan Davis-Jack Haley and Abbott and Costello. That was a three-hour skein that held listeners without dialing. The logical move, according to Y & R was to take the *Aldrich Family*, a show that has proven it can stand on its own feet on any net or day of the week, and switch it. (It moves to CBS, September 1). That leaves the 8:30-9 slot open and in slips Dinah Shore (October 5) with a strong set-up to ride with. Preceding her on NBC is Frank Morgan, minus Fanny Brice, and General Foods has another \$1,000 saved thru full hour buying. Into Dinah Shore's time went (July 6) *Corliss Archer*, squeezed out of the Sunday spot by Kate Smith.

The Friday night shenanigans follow the same pattern of shift and fill-in. Into the NBC spot at 8:30, being held down for summer by the *Thin Man* and previously occupied by the *All-Time Hit Parade*, goes *Duffy's Tavern*, moved from the Blue. One of the reasons for the *Duffy* move was a provision in Ed Gardner's contract which said he would get first crack at available time on the Red or CBS. Gardner, according to the agency, wants to travel in bigger company than he felt he had on the Blue.

The *Thin Man*, Franco says, has had a good rating on its 10:30 CBS Sunday night time but it wasn't hitting the top slot in the East, user of 44 per cent of the breakfast cereals hour. The solution was to shift it to the first half hour of Kate Smith's old time (8-8:55 CBS) where it can hit the East, the Midwest and the Coast effectively. *We, the People* got the *Thin Man's* old spot, June 18, after being lifted out of its Sunday time. *Wrigley's America in the Air*, out of its Sunday slot, too, goes to Saturday, 7:30, CBS, replacing *Thanks to the Yanks*.

The trade says that it all adds up to some of the smartest and most experimental time swapping ever undertaken by an agency and its client. Only a powerful org like G. F. could have done it, they say, and they add that only a smart time-buyer like Carlos Franco could have put it over.

Everyone's happy except the boys who were forced out and the two junior nets, neither of which got a slice of the pie.

G. F. Buys a Strip

NEW YORK, July 29.—General Foods, effective October 2, takes over sponsorship of the Blue's sustaining strip show, *Hop Harrigan* (4:45-5 across the board). Young and Rubicam naturally is the agency.

Burlesque Notes

By Uno

FRANK BRYAN, operator of the Casino, Boston, has taken over Jacques Theater, Waterbury, Conn., and the Colonial, Utica, N. Y., as a start for a new burly circuit of his own. Shows at all three houses will alternate, Abe Ford, of Boston, will book. Bryan was in town last week after principals and chorines.

. . . MARY (BURNS) AND JACK SUTTER, ex-burlesquers, entertained Felise Ridgeway, secretary of the RKO-Jefferson Theater, on her recent vacation at their Hampton Bays, L. I., home. . . . SGT. NED WELSH forwards another V-letter, this one from France. . . . ART GARDNER, comic, one of the first to sign to the Hirst Circuit. . . . PALMER COTE back from overseas, where he managed and entertained with a USO unit. Due to go over again in a few weeks. . . . CRYSTAL AMES, who with Arlen Stewart, another former strip-teaser, operate a gift shop at Art Lewis's Seaside Park, Virginia Beach, Va., is mourning the disappearance of Stripper, her Boston terrier pet. Gift shop also features Roxanne as chief saleslady.

HAL WEBER and Jack Diamond are the comics in the current stock cast at the Republic, Ocean View Park, Norfolk. Other principals are Charlie Harris, Zorita, Chet Atland, Frankie Faye and Lynnie, Ethel DeVeaux, Leah Wakefield, Peggy Woods and Ned Crane, who doubles as stage manager. Producer is Dottie Edwards. There are 14 girls in line. It is the 19th successful week for the L. & C. Amusement Corporation, of which Maurice Costello is president and general manager; Charles Lewis, secretary and treasurer, and Arlen Costello, vice-president. . . . RAY SYRACUSE now backstage chief for *Searching Wind* play at the Fulton. . . . BELLE SLOAN, a Paul Lester booking, is featured emcee at the Aloha nitery, Brooklyn. . . . CAROL LORD negotiating for the lease and operation of the Arabian Nights bistro in the '50s. . . . JOSEPH C. BRADLEY, former manager of the Lyric until the Brandt Bros. took possession, is now similarly associated with Embassy News Reelers between 46th and 72d streets. . . . ABE FORD, Boston booker of burly talent, vacationed here last week.

Pubs' Nebraska Suit Decision Looks Good

NEW YORK, July 29.—Decision of the infringement suit against hotel and tavern keepers in Omaha brought by Shapiro-Bernstein and Witmark Music Corporation a year ago is expected within a short time. The final briefs by lawyers of the two music firms were filed the past week, and a decision is expected from Federal Judge Reihard. S-B brought seven suits and Witmark eight against the Paxton Hotel, Fontanelle Hotel and Peony Park dance hall, Omaha, for payments on usage of their music.

Nebraska is (according to ASCAP) the only State from which ASCAP doesn't collect performing royalties for the Society's members, but instead has turned back the Nebraska rights to the individual publishers. Shapiro-Bernstein and Witmark, in test cases which started a year ago, brought the infringement suit against the hotels and dance hall in an effort to collect performing royalties for their music used in the places named as defendants.

Result of the suit, which is expected to come down in favor of the music publishers, is figured to set up a precedent by which other publishers will have no trouble collecting performing royalties on music performed in Nebraska, even going to the point where the statute might be changed to bring the State into ASCAP's fold.

AGMA Tags Torre Unfair

NEW YORK, July 29.—American Guild of Musical Artists' board of governors has placed Francis C. Torre and the Star Opera Company on the org's unfair list. Action automatically prohibits AGMA members from accepting employment from Torre, the opera company or any other enterprise operated or managed by Torre.

Slicks Invite Flack Material

(Continued from page 5)

and even the love story and confession pubs are loosening up with radio-posed pix.

Words in the Hills

All the major nets agree that there's space in the magazine hills, plenty of it, but not all agree why they're getting the manna from heaven. To one, it was little more than an act of God, but more hep boys give reasons.

Most often mentioned theory was that radio personalities have come of age. Instead of being disembodied voices in a far off room, improved scripts, promotion and public relations have made even the run-of-the-mill guy living, breathing, human. That situation has existed before, they agree, but only for top personalities like Amos 'n Andy, Ed Wynn (*The Fire Chief*) and *Major Bowes*. The upper brackets always got space. Today, the name doesn't have to be big to get into mags like *Redbook*, *American*, *Cosmopolitan*, *Coronet*, *Reader's Digest* and a host of other monthlies as well as the weeklies. Once the personality becomes fixed in the listener's mind, these flacks say, the man at the dial wants to know whether he wears the top or the bottom of his pajamas in bed, how he brushes his teeth, and all the personal things that can go into a good fan piece. This holds true for the commentators, too, who are now accepted as authorities by the listeners.

A second theory offered, says that tele is the opening wedge, a case where the baby industry is pulling the parent along. They approach it this way:

Companies like DuMont and B. & K. started live broadcasting. Newspaper comment began to fly, the public wanted to know more about video. At first, pic outfits like *Look*, *Life*, *Click* and *Parade* gave it to them. Then the slicks moved in and there was hardly a magazine in the country that didn't run a tele article. Once they got into it and discovered that it was no ogre, out to take away their advertising bread and butter, and once they realized that readers interested in video would go for radio, too, they opened up. Another stimulant to the change is the fact that at least two magazines, *American* and *Look* have produced their own tele shows using GE facilities. And the video now-perfectionist battle was no deterrent either.

New Mags Radio Pitch

Another theory that bodes well for radio has it that the new magazines are using their interest in the airways as a proof to agencies and readers that they are progressive. When *Argosy* went slick, its promotion said that it would devote 50 per cent of its space to radio and video. That radio-mindedness, they said, was their way of proving that they were on their toes. And *Reader's Scope*, a new digest reported to be very progressive in its policies, had three radio pieces in its last issue. Among them was a complete reprint of Norman Corwin's *Untitled* script. Script reprints, according to one flack, will be a regular feature of the magazine.

Free Mag Publicity

A final theory was advanced by a publicity man who likes to look at things thru a pair of long green glasses. He says that the biggest reason why there is more space is the fact that, for one issue at least, a mag running a radio story gets, strictly for free, the services of a net press department. And web flackery, he says, is more generally accepted around the country than magazine praise agency. The same cold hearted guy feels that there is a shortage of good copy because of the war. As a result, mags are turning every which way for stuff. And radio can supply it.

Yet, no matter why it's all come about, the fact remains that the space is there, and it's being filled.

B-VH and B&H Into MPPA

NEW YORK, July 29.—First meeting in some time of the board of directors of Music Publishers' Protective Association was held last week. Burke-VanHeusen Music and Brown & Henderson Music were admitted as members. B-VH was recently admitted to ASCAP. Brown-Henderson just returned to the publishing biz a couple of weeks ago.



COSTUMES
Rented, Sold or Made to Order for all occasions.
Custom Made GIFTS. Send 25¢ for Sequin and Hat Hair Ornament and receive Circulars FREE.
THE COSTUMER
238 State St., Dept. 2, Schenectady 5, N. Y.

Now Engaging Burlesque People
In All Lines for Coming Season.
MILTON SCHUSTER
127 No. Dearborn St. Chicago 2, Illinois

WANTED
CHORUS GIRLS. Salary \$50.00. Long season assured.
FRANK BRYAN
Casino Theater BOSTON, MASS.

WANTED
BURLESQUE PEOPLE
Long season assured. Write—Wire—Call
ABE FORD
220 Tremont Str. BOSTON, MASS.
Phone: Hubbard 8155

WANTED
Burlesque Performers
Specialty and Semi-Nude Dancers
Write
PRESIDENT FOLLIES
San Francisco 2, Calif. E. SKOLAK, Mgr.

Wanted—Chorus Girls
With or without experience. Steady work. Long season. Good salary. No Sunday work. Apply to
Old Howard Theatre
BOSTON, MASS.