

October 7, 1944
Billboard magazine

The Billboard

OCTOBER 7, 1944
25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

AD-FLACK \$\$ MAKE STARS SIGN



BENNY GOODMAN
BC's New Plans Shaping Up
(See page 4)

RADIO

Shortwaves' Post-War Job---
Keeping U. S. Sold to World

NIGHT CLUBS-VAUDE

Gimmicks & Sponsorship
Making Roadshows Sock

MUSIC

CIVILIAN OVERSEAS HIT PARADE

Promotional \$\$ in Contracts

Store Men Look At Jeep System WRGB Pitch

SCHENECTADY, N. Y., Sept. 30.—In-
fant television ledded into the foot-
steps of its parent commercially giant
radio tonight with the telecast of a
program of five commercials over WRGB,
General Electric's pioneer station.

The Associated Merchandising Corpora-
tion, New York City, co-operated with
GE in producing the program which was
viewed by advertising and promotion
executives of 25 of the nation's leading
department stores.

The program directed by Helen Rhodes,
assisted by Larry Algoe, was arranged to
demonstrate how department stores can
utilize television on either internal cable
(Jeep) system or for general advertising
on a regular telecast station.

Sponsors included the United States
Time Corporation, makers of Ingersoll
and other watches; *McCall's* magazine,
Elizabeth Arden, Textron and Carter's
Underwear. U. S. Time, *McCall's* and
Elizabeth Arden produced their own
programs. J. Walter Thompson handled
the Textron quiz skit, and Ted Long and
Jo Lyons, of B. B. D. & G., prepared
the *Keeping Up With Baby* skit that
promoted Carter's Underwear.

The five commercials altho quite dif-
ferent in character were tied in with
continuity of a family gathered around
a television receiver. Skit was one of
the highlights of the 75-minute show
and was written by Irma Lemke, who
does regular programs for WGB, WRGB
and other stations.

U. S. Time gave one-minute time sig-
nals at the beginning and end of the
program, with silhouettes of soldiers on
a battlefield visible thru the face of the
clock.

A two-person skit featuring Helen Par-
rish was *McCall's* contribution, but it
lagged principally because too much
time was devoted to conversation and
there was too little action. The demon-
stration of applying make-up by *Power's*
Model Miss Lynn Engler (the Elizabeth
Arden contrib) had the same faults.

For Textron three professional women
pitted their originality against three
housewives in a quiz and stunt contest.
(See DEPT. STOREMEN on page 30)

Dayton Plans Top Big Name '43-'44 Series

DAYTON, O., Sept. 30.—The city's
concert and play-going public, looking
forward to the second biggest season in
succession, is casting around for cus-
tom-built cushions to soften the effects
of the ancient seats that fill Memorial
Hall, which is, with the exception of
the National Cash Register Auditorium
(not generally open to the public), the
only suitable, sizable and available hall
in town.

Managers, willing to risk at least one
more heavy year of his before post-war
shrinkage gets under way, have already
booked the Memorial building near its
date capacity.

Legit shows, booked by William Keyes,
are set but dates are not yet certain.
Except for *Sons of Fun*, with Olsen and
Johnson, November 14 and 15, dates are
tentative on *Life With Father*, *Merry
Widow*, *Student Prince*, *Over Twenty-
One*, *Kiss and Tell* and *Katharine Cor-
nell*.

Chester Anderson opens with Helen
Traubel October 12; Charles Wagner's
company, in *La Traviata*, October 22.
(See DAYTON SETS TOP on page 30)

Dayton Sets Top Names for Fall

(Continued from page 3)

and Richard Crooks and Bidi Sayao, Oc-
tober 27. In addition, Anderson's series
line-up includes Tito Guizar, November
4; Robert and Gaby Casadessus, Novem-
ber 10; Zino Francescatti, November 23;
Anne Brown, December 3; American Bal-
lad Singers, December 14; Argentinita,
January 27; James Melton, February 15;
Pittsburgh Symphony, February 22;
Metropolitan Opera Quartet, with No-
votna, Glaz, Jobin and Singher, March
3; Adolf Busch, Little Symphony, March
17; Rise Stevens, March 24, and Paul
Draper and Larry Adler, April 11.

Junior Association of Commerce,
which took on the *Ice Follies* here last
year, has the San Carlo Opera Company
for five performances at Memorial Hall,
September 28-October 1.

Ballet Opens Town Hall Series

Miriam Rosenthal, manager of the
Town Hall series and the Dayton Phil-
harmonic Orchestra, gets her Town Hall
bookings under way October 19 and 20,
with the *Ballet Russe de Monte Carlo*.

On February 12, she brings Robert
Weede. Scheduled for late January or
early February is her third opera festival,
which will again feature stars of con-
cert and the Metropolitan. The orches-
tra's seven dates include Nathan Mil-
stein, October 29; Dorothy Kernin, No-
vember 30; Inland Children's Chorus,
December 16 and 17; Sgt. Josef Raleff,
January 18; Artur Rubinstein, February
6, and Anna Chibrikova, March 1.

The Dayton Philharmonic Chorus and
its own symphony, conducted by William
J. Krebs, will do Mendelssohn's *Elijah*
in the spring, with a name soloist for
the title role.

The Civic Music group's dates include
the Philharmonic Orchestra, October 30;
Ania Dorfmann, December 6; Thomas L.
Thomas, January 11; Westminster Choir,
February 4; Louis Kaufman, March 1,
and Marian Anderson, April 24. These
are all at the NCR auditorium.

Decca Job Open

NEW YORK, Sept. 30.—There's
a good job going a-beggin'—
Decca's West Coast rep—to take
place of late Dick Voynow, re-
cording director who died re-
cently from uremic poisoning.

According to Jack Kapp, Decca
prexy, they're looking for some-
one right now. Leonard Joy's
trip West recently wasn't for
purpose of taking over the post,
but a rather rudimentary biz
trip.