

Communications to 155 North Clark Street, Chicago 1, Ill.

ANFA Banquet Opens 6th War Loan Campaign

NEW YORK, Dec. 2.—At a banquet given by the Allied Non-Theatrical Film Association, Inc., at Hotel Sheraton here, President Horace O. Jones opened the Sixth War Loan and pinned a rose on the 16mm. industry and said that the government recognizes the trade as a major medium for contacting a maximum of people.

Following Jones, W. F. Kruse, of Bell

& Howell, Chicago, said that movies are the "social focal point of American life" and thru films every man, woman and child may be reached. Kruse called on the trade to mobilize film and projector resources and, by utilizing the facilities offered by 250,000 churches and about as many schools, show the nation what the 16mm. trade really can do. Kruse referred to an incident in which a speaker, asked to talk at a 16mm. meet, confessed, subsequently, that he thought 16mm. pertained to guns. The Bell & Howell exec said films are guns and represent "ammunition for the mind." He concluded his address with the remark that the value and power of the industry merited a better fate than the negative title of non-theatrical. Kruse urged that a more positive association name, one which more specifically indicates the potentialities of 16mm. movies, be sought.

C. R. Reagan, representing the Office of War Information, stressed that the Treasury Department, realizing that it had not fully utilized the 16mm. trade, planned the use of some 25,000 projectors and more than 650 War Bond trailers for national distribution during the current drive. Emphasis was laid on the fact that while the aim of the bond drive was, of course, to sell bonds, the main intent was to bring the servicemen back home as soon as possible.

Groundwork for Future

Reagan pointed out how, by donating equipment and valuable time, the trade not only demonstrated its patriotism but also laid the groundwork for future sales by repeatedly showing to uninformed and even skeptical execs the power of 16mm. films. He gave specific instances from previous bond drives in which prominent banking and industrial execs, previously indifferent to the sales-pulling power of 16mm. footage, apologized publicly after proof of how sales to individuals doubled and trebled after 16mm. films had been brought into play.

Briefly sketching the growth of the motion picture industry generally and the 16mm. branch specifically, S. G. Rose, Victor Animatograph Corporation, said that a highwater mark for the field was reached with the issue of the motion picture stamp by the post office. This stamp, which commemorates overseas movies, and, by implication, their great aid in bolstering GI morale, is very gratifying to all movie people. Rose urged that 40 years of progress inspire the trade to even greater efforts. He also endorsed Kruse's stand on the name of the organization and suggested that a contest might be held and prizes awarded for the title best designating the scope and intent of ANFA.

Maj. Orton Hicks, of the army pictorial service and former 16mm. man, presented several very stirring Sixth War Bond trailers made under his supervision. He quoted Gen. George Marshall, army chief of staff, as saying that motion pictures rank high if not at the top of the list of GI morale aids. In a nutshell, Major Hicks declared, APS is charged with getting the right film to the right place at the right time.

He added that this branch of the service is divided into two parts: army motion picture service (AMPS) and overseas motion picture service (OMPS). The former branch uses 35mm. films and charges a nominal admission fee. OMPS, comprising about 5,000 theaters, is fed 16mm. stock exclusively and is free to GIs.

Creating New Customers

The major explained how some 438 features, offered free to the services and representing one year's production of the motion picture industry, was finally sifted down to 150 films which are shipped overseas thru 21 exchanges in all parts of the globe. He pointed out that men with backgrounds in the 16mm. trade are responsible for the efficiency of APS and the satisfaction it gives. Hicks mentioned the names of several known to ANFA who have distinguished themselves in this service to date. He also emphasized that thru the wide use of 16mm. film by the services, millions of new customers are being created for the industry's post-war market.

Among exclusive army and navy productions shown during the evening were *Photography Fights*, *The 957th Day*, *Freedom Comes High and Movies at War*.

In remarks preceding the introduction of speakers, ANFA's president commented on WPB 12288, which listed all essential materials but omitted 16mm. film. Jones said that the industry was taking up this omission with Washington and

REPertoire-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Blackwell Yearns From India; May Troupe With Pal Finch

Editor Rep-Tent Shows:
Still in Special Service and wondering when I am going home. Johnny Finch, the ex-Billroyan, and I may be with the same show outfit in the near future. Maj. Melvyn Douglas, in Special Service here, has had quite a talk with Finch and may use him in the near future for roadshow producing. He also saw my dummy act and I may be trouping India in the near future with a soldier show of some kind.

Censorship has been lifted some, so I can now say that I am in Assam, India, a province of Northeastern India that borders on Burma. I was in Burma a year ago last August. I also have been on the Ledo Road . . . and how! They are beginning to hear something about this road in the States now. For awhile I thought it was a military secret. All fronts get a lot of ballyhoo but this is the land of forgotten men.

We have a nine-piece band that has been dating around. With it are three vaude acts including myself. For India, we have had a clickin' little outfit. Of the 66 times I have vented in the past few months, a lot of the times have been in hospitals for boys who couldn't get out of bed.

I saw Finch when he came down to see Douglas and he brought me four copies of *The Billboard* for which I was very thankful. I would be pleased to hear from some of my old friends in the show game. I have often wondered what has happened to Mac and Gladys McWhirter. I worked for them in 1941 when they had Mac-Neely Comedians in Tennessee. Leo and Brownie Brooks were on the show. The last I heard of them they were in Evansville, Ind. I'm trying to think of other names and I can't. I have been in here too long.

I now have 29 months in foreign service and should be going home any year now! It will be a great adventure to get back to the States again.

RALPH BLACKWELL.

Lasses White to Monogram For New Series of Westerns

HOLLYWOOD, Dec. 2.—Lasses White, former minstrel star, has signed with Monogram Studios here as one of three featured names in a new series of Western pictures, starring the singing cowboy, Jimmy Wakely. The first picture in the series, *Song of the Range*, will soon be released.

White, who toured for many years as head of his own Lasses White Minstrels,

"Normandy Invasion," Coast Guard Pic, To Boost Bonds

WASHINGTON, Dec. 2.—Four hundred prints of *Normandy Invasion*, the U. S. Coast Guard's motion picture coverage of the assault on Europe, are being distributed by the Treasury Department as a feature of the Sixth War Loan drive.

Copies of the film are being placed with 16mm. film libraries throughout the country and will be available for showing in every State.

Selected because of its timeliness, *Normandy Invasion* is one of several non-theatrical motion pictures to be used by the Treasury Department in boosting War Bond sales.

The two-reel picture was filmed by combat photographers of the coast guard, who accompanied invasion forces on D-Day and hit the beaches of France in the first wave of landing barges. Opening with training scenes in the United States, the film moves to the British Isles for final practice landings before the great assault on Normandy. Highlights of the picture include scenes of American troops wading ashore thru a screen of machine gun fire, fighting to secure the beach-head and removing the wounded.

hoped to correct the oversight. A revised civilian materials procurement directive which upgraded 16mm. ratings for schools, churches, clinics and hospitals was noted as a favorable development for the industry.

Rep Ripples

BYRON GOSHI, now playing a string of one-nighters in the South with pix and vaude, posts that he recently visited the old minstrel, tab and rep performer, Skeets Mayo, who now operates a flourishing costume shop in Nashville. . . . HERMAN TALBOT has a vaude-pictorial combo operating in the Rutland (Vt.) sector. . . . SEEBLEY PLAYERS, four people, are circling around Monongahela, Pa. . . . DAVID KINSLEY is reported pulling good takes with his vaude-film layout in the Florida country. . . . TRASK PLAYERS, three people, are trouping it thru Northern New Hampshire with E. F. Hannan's *Oakie From Oklahoma*. They are set under auspices thru the holidays. . . . W. L. GETCHEL has a vaude-pic trick in Winona County, Minnesota. He does impersonations and monolog for the flesh end. . . . PVT. JIMMY TRIPP, well known in repdom and with the Cherokee Amusement Company as manager of the Capitol Theater, Oneida, Tenn., before his induction into the army 10 months ago, has been transferred from the Special Service Division at Fort Leonard Wood, Mo., to an M. P. unit at Fort Robinson, Neb. He writes that he'd appreciate a line from old show friends. Address him A.S.N. 34974489, P.W. Camp, Fort Robinson, Neb.

More Outtimers

By E. F. Hannan

THE death of Archie Marvle (March-lone Di Fatta), of the Three Marvles, brings a card from Fergus Frankley from Havana, where he has been located for some years.

Fergus writes of the old-time acrobats, the Faust Family, with Al Field, and mentions the De Elmer Brothers with Culhane, Chase & Weston. He goes on asking: "Is Lorne Elwyn, old-time repster, still living? And how about Mattie Choate and J. Frank Burke, old 10-20-30 players?"

Fergus closes his missive by saying that *Love's Old Sweet Song* was one of the best of the old rep bills and that he remembers Charles P. Rice and Clara Langley playing it with Rice's Comedians.

has been working in pictures here the last six years, appearing in such recent flickers, as *Alaska*, *The Cisco Kid Returns*, *When Strangers Marry* and *John Dillinger*.

CHEERS FOR MISS BISHOP, released by Ideal Pictures Corporation. The story of a school teacher, from her first class to her retirement. Although she thought her life a failure, her ex-pupils knew it was a success. Martha Scott plays the teacher. Others in the cast are William Gargan, Sidney Blackmer, Dorothy Peterson, Sterling Holloway and Marsha Hunt. Especially recommended for schools. Running time, 90 minutes.

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