



"COUNT" BASIE

How the 'Count' Got His Title

Count Basie, one of the foremost disciples of the thing they used to call jazz and now call swing, was born in the town of Red Bank, N.J., as William Basie, the son of Mr. and Mrs. Harvie L. Basie.

Bill Basie gained his title of "Count" while in Chicago. Down and out without fare for a trip back home to Red Bank, New Jersey, he filled in at a nickel movie house as piana player with the local orchestra. The royal manner in which Basie conducted himself when his fingers struck a piano keyboard earned him his title of "Count" from the house manager and the musicians in the band. From then on, the title stuck.

When the Count looks back on his career, he attributes his phenomenal rise to three men. First, there was Fats Waller. Fats took

young Bill Basie under his wing at a very early stage. Basie's only previous schooling in music came from his mother, Lillian Basie. Under Fats' tutelage, the young Bill Basie learned to break up his chords in fifths and thirds, and to execute properly. Also, with the help of Waller, Basie developed his present swing style.

The second man who figured in Count Basie's rise to prominence was the famous band leader, Benny Moten, who led one of the greatest swing bands in the history of modern music. Basie joined Moten in the early 1930's. When Benny died, Basie, who was the assistant conductor in the orchestra, took over as the actual leader.

This brings us to the third personality who shaped Basie's career—Benny Goodman. Benny heard Count Basie's outfit in 1937 over a national net-work. It was Goodman, who with his personal manager, Willard Alexander, and music critic, John Hammond, conspired to bring the great Basie band out to Kansas City obscurity into national prominence.

Mrs. America Meets the War

Note to Editors: Rationing and price control touch every home in the country. How these vital programs and other wartime restrictions affect the homemaker is told in this column of authentic government information.

A ration "holiday" has been declared from August 27 through October 13 for certain men's and women's low-priced shoes. Shoe dealers may get approval to sell during that period shoes that were manufactured before March 1, 1944 and which are sold for \$3.50 a pair or less. The ration "holiday" is to encourage the sale of low-priced shoes which have piled up on dealer's shelves because people have been using their rations to buy shoes in the higher priced brackets. No children's shoes will be sold ration-free.

Mrs. America can give her thirty family as much tomato juice and grapefruit juice as they can drink without a qualm about her ration budget. Ration joint values for canned tomato juice, mixed vegetable juice and blended grapefruit and orange juice have been reduced to zero. The reduction was possible because military requirements are substantially less than was anticipated, and production of canned juices is expected to be much larger this year.

To help conserve our short sugar supplies, commercially-canned fruits this year will be put up in lighter syrup. Mrs. America's pocketbook will benefit from re-

sulting ceiling price reductions on these fruits. For example ceiling prices for fancy fruits packed in light syrup are expected to be about two cents less for a No. 2½ can than the price for the same fruit packed in heavy syrup last year. Ceiling prices for choice fruits packed in light syrup will probably be about a cent less

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than last year's heavy-syrup pack.

The latest word on sugar supplies from the Department of Agriculture is that less will be available the last half of this year than we had during the first six months. Every housewife should do her utmost to cooperate in conserving her quota. Sugar from her regular supply can be saved for home canning in many ways. For instance, fresh fruits

(Continued on page 6)

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