

STAGE

BROADWAY

SCREEN



PRICE

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64 PAGES

# DAILY LEGITS BROADWAY 50%

**Ziggy's Nite Club Dead Loss Weekly**  
Runs from \$5,000 to \$10,000—No Out

A matter of pride, in a desire to put over the Ziegfeld Midnight Frolic, is probably costing Ziggy and his associates (Dillingham, Schaefer) in the property, a matter of \$5,000 to \$10,000 weekly. This is a dead loss. Figured out, it is a loss, at least, the salary put upwards of \$12,000, while the roof at absolute capacity six nights out of the week (no Sunday shows) cannot exceed \$12,500 in covers.

Given if Ziggy gets a nice cut as the kitchen which John and Christa are handling there couldn't be enough to pay off the incidental expenses. And, of course, no nite club does absolute capacity six days out of six; certainly not in a 340-people room.

Figuring Paul Whitehead at \$5,000 only charged off to the Roof—not counting his doubling salary into the downstairs theatre in "Whoopie"—and \$2,000 for Maurice Chevalier, \$5,000. Twenty girls at \$10 is \$2,000 more and six special beauts at \$75 adds on another \$450; total now \$8,450. Charlotte Ayres and her three adagio partners in a terp act are probably getting a grand, making it \$10,450. Helen Morgan at \$400; Lillian Roth at \$150 to \$200; the Duncan Sisters who were there at \$1,000, make it plenty heavy for the gross net.

Ziggy has six men back-stage, stage manager, two managers, Tony Reichford and Percy Thomas, quartet of page boys who seat the patrons (not the waiters or captain).

(Continued on page 48)

**Advocates Passports For Married Couples at Night**

Minneapolis, March 5. Mrs. Florence Gradvahl, femme candidate for mayor, has announced as part of her platform a modified curfew law for married people by which husbands and wives will be permitted to carry matrimonial passports when away from home at night.

Mrs. Gradvahl declares that if she is elected mayor traffic police will be directed to investigate automobiles containing men and women and to arrest on disorderly charges the occupants of such machines. Her attorneys have already filed certificates showing they are man and wife, or, in lieu thereof, that they are attorneys practicing for their presence together. Same procedure, she asserts, would be followed in the night clubs and hotels.

Minneapolis Star, in an editorial, suggests couples discovered out after sundown could be tagged and sent to Mayor Gradvahl for "a good talking or something."

**HARLEM'S NEW DANCE**

A new dance has hit Harlem labeled "Tight Like This." About the only way negro performers in the new routine is "Just one of those old-time down-home (South) things."

## Japan Tells 'Em

Following is an exact copy of a card issued to 15-English speaking tourists driving through Japan. It is headed, "Rules of the Road in Japan."

At the rise of the hand of policeman, stop rapidly. Do not pass him by or otherwise disrespect him.

When a passenger of the foot hove in sight, tootle the horn; trumpet to him melodiously at first. If he still obduracy, tootle him with vigour and express by word of the mouth the warning "Hi, Hi!"

Beware of the wandering horse that he shall not take fright as you pass him. Do not explode the exhaust box at him. Go soothingly by, or stop by the roadside till he pass away.

Give big space to the festive dog that makes sport in the roadway. Avoid entanglement of the dog with your wheel-spokes.

Go soothingly on the greasewood as there lurk the devil demon. Press the brake of the foot as you roll around the corners to avert the collapse and tie-up.

## Studios Keep Visitors Out

Los Angeles, March 5. With the tourist season at its height and countless visitors besieging the pictures, influences from every source seeking visiting courtesies, the Fox studios as well as other large producing plants are placing a general stop order on all visitors.

This order is so rigid guards are placed at the entrance of each corner making it impossible for outsiders to enter without special dispensation from studio executives.

## Pleasant Tie-ups

At Keith's Memorial (vaudeville) the comforts of home are obtainable, and all on the house. Through tie-ups the local theatre is serving Old Gold cigarettes, Beech-nut coffee and Menthol Little Savers.

## NEGRO ART THEATRE

Harlem black block has its first art theatre. Organization is called Harlem Little Art Theatre Guild, which will open the Harlem Little Art Theatre around April 1. Playhouse is at 612 Lenox avenue. The company, which includes showmen, are behind the venture and declare there will be no color line.

**Poorest Season in 8 Years**  
**Maintains Bad Gait—**  
**Houses Continue Dark—**  
**Only Smash Hits Stood**  
**Up Last Week**

**NO MORE GUARANTEES**

Legit business last week on Broadway dropped as much as 50 per cent from the gross levels of the previous week, which was highlighted by Washington's Birthday. It is seasonal for a slump to occur immediately after Feb. 22 and has been acute up to March 15, the first federal income tax date, in other years. But for the business decline it is as violent as that of last week is a record. Only flash hits stood up. Bad weather made things worse. Loud squawks from the brokers.

A tip-off on the worst season in eight years is had from the operating loss chalked up by a number of Broadway theatres. A number of theatres are in the red upward of \$30,000 to date since Labor Day. Some may recoup with a lucky break in booking. Heretofore legit theatres on Broadway have made money almost without exception, even with mediocre attractions. Guarantees protected the theatres in past seasons, but never before have there been so many houses ungated and guarantees have not been as prevalent. The theatres had to take a chance along with the producers.

It was reported some weeks ago (Continued on page 50)

## COLLEGE BOYS FORCED INTO PETTICOATS

College boys from Columbia University are shaving legs, arming and tinkering, preparing to don skirts and shake a hip or two for dear old Alma Mater at the musical extravaganza called "Oh, Hysteria!" which will hold forth at the Waldorf March 5. The boys took their making-leaves in makeup last week from a couple of chorus girls.

The college spirit is such that they produce some of them naturally shrink from the idea of appearing in feminine guise as chorus girls, and others, prepared to don skirts and shake a hip or two for dear old Alma Mater at the musical extravaganza called "Oh, Hysteria!" which will hold forth at the Waldorf March 5. The boys took their making-leaves in makeup last week from a couple of chorus girls.

(Continued on page 55)

**Colored Voodoo Doctors Can Keep**  
**Landlord Away with a Front Yard**

## STRONG FOR ASTROLOGERS

The Broadway mob is giving the astrologers a great break these days.

They picked up the horoscope reading gag from the fashionable snobs who developed the vogue this past winter. As a result, the astrologer market is bullish at 10 bucks a reading.

## All-Indian Band Will

**Tour Yande for R-K-O**

Washington, March 5. First tour of an orchestra composed entirely of American Indians was launched here last night as a feature of the inaugural charity ball.

Gathered together at the U. S. Indian reservation in Oklahoma, combination is led by Nanto Shumato, Carlisle graduate and athlete. He is a composer, trombone soloist, dancer and a Panacea. A Chickasaw Indian maiden, Princess Palanki, is the pianist of the orchestra. She is a soprano and is related to the first governor of the State of Oklahoma. Featured soloist is Chief Roaring Thunder, a band-leader with some reputation on an international basis. He was educated both here and abroad, studying in various musical conservatories. A Chippewa.

There are 18 different tribes represented in the orchestra. Cherokee nation has a woman tuba player as its representative. Male quartet is also featured, the men doubling on the instruments.

Band has been booked by Keith's, a branch of O. H. Philadelphia, for half this week, Hippodrome, New York, to follow.

## Nite Club Gal Spooks

**Earnest Harvard Boys**

Harvard students have been assigned to include night club artists in their interviewing for credit in English. The Harvard Lampoon and Harvard Crimson, which "cover" Boston theatres, are sending reporters to the clubs to secure stories for performers.

Phil Johnson and Bill Breck, representing both papers, were the first scribbles to find on their schedules the Club Broadway. They interviewed Helen Gray, Broadway night club girl sporting stiletto and the dance team of Tanagra and Leet, favorites in the Club City.

Miss Gray figured the young men were jesting and gave them a phony interview, telling them she was married three times, had four children and learned to dance in a reformatory. Later, meeting the manly stiletto of the Lampoon, she learned the youths were in earnest, and she quickly had her story revised.

To be a Harlem Voodoo doctor is a much better racket than being any sort of a downtown fortune teller.

Harlem swarms with Voodoo doctors. In spite of the vigilance of the police the majority of the people in Harlem and a good many outside of it are constantly consulting the witch doctors and seeking the aid of their black magic.

The Voodoos say they can cure any ailment, forestall events, give you luck in cards, love, cast spells over people, take snakes or crocodiles out of your stomach, give you fish which the doctor claims to have extracted from the stomach of a bewitched patient. Many of the victims believe that the Voodoos have aided them in this way.

When you don't want the landlord to ask for the rent, the Voodoo gives you a few little herbs. They look like radishes and you must bury them in the front yard. When the landlord walks across these he becomes "tricked," and forgets to ask the rent. If there's no front yard, the charge is the same.

If you want your sweetheart to come back, you are given a love potion called "goofier dust." Sprinkle it on him and he will love you forever.

Over enemies the Voodoos will cast evil spells, bringing them to destruction.

The chumps believe and pay-high for it. They often believe the Voodoo has them under a spell and that they must give him anything he wants.

(Continued on page 24)

## Millionaires at Play

Eccentricities of playboy millionaires and the Broadway night clubs a great outlet.

One playboy, depending on a chair in the center of the dance space, folding his hands and bending his head like Lincoln; another borrows drumsticks to bang on a snare drum; another likes to take from five to 10 members of the chorus for a long ride into the country at six a. m. in his limousine; another likes to sit on the piano and show that he can toy with a snake without fear; while one chap's delight is to stand on his head.

**BROOKS**  
WHEN YOU GO TO  
**COSTUMES**  
GOWNS AND REFINED  
1432 7th Ave. N.Y.  
LONG RIDE AND COSTUMES IN SATIN

## New French Film Quota

Cuts U. S. to 20% of '28

If Am. Doesn't Lend 'Em

Paris, March 5.

Newest plan on film quota and restrictions comprises these terms: Foreign distributors must be permitted to bring in free only 50 per cent of last year's imports, with a minimum of four each.

Each French producer will be allowed three visas for each of the 80 native productions turned out, 50 being the total contemplated at this time.

The only way this program can be blocked, apparently, is for the American trade to kick in anywhere from \$50,000 to \$1,000,000 as a sort of contribution to the French industry or for Washington to seek a compromise.

Americans here say the new plan dumps American distributors to the country. As they read the signs, it means that the French have made up their minds that American film pay heavily for the privilege of doing business or step out of this market.

There remains only one avenue of relief—diplomatic representations from the State Department at Washington. Something along this line appears to be in the making. It is definitely known here that the American Embassy has already gone on record as being interested in this and all other rulings by the French government affecting trade restrictions.

### All Business Involved

All business in the States is wide awake to the possibilities of trade barriers as reflected in the film program. American automobiles have a good market in Europe, for instance, and if a commercial holiday can be put over in the film business in France a precedent might be set for all kinds of restrictions on other lines of American business to "only in France" but throughout the world. The new quota rules, of course, at the moment merely the recommendations of the French ministry.

## ITALY TAKING OVER INDUSTRY?

Paris, March 5.

BNTE, the Italian bureau which regulates the native picture industry, has taken what is regarded here as another step toward the government taking over the entire Italian business. Following notes has been sent to all distributors in Rome, according to advices received here yesterday:

"It is of the greatest interest of BNTE to be in full possession of your situation, and we will appreciate it very much if you will supply us with a copy of your corporate articles, a copy of your balance sheet and a copy of your last financial statement, together with any other documents which might be useful in explaining your economic and legal position."

Nobody but the tax collector has the right to ask such questions and for a semi-official bureau to send out such a questionnaire is the latest in high-handed procedure. For these and other reasons it is regarded as a move to obtain an estimate of what the distributors would consider a fair price for their business.

Something like government ownership of the film business was forecast not long ago when an American film, "The Sign of the Cross," was interdicted on the far-fetched ground it misrepresented Italian conditions.

here of the Chambre Syndicale. They will go before the French Cinema Control Commission which will give French producers or bid for French visas to the number of about 150. Such a process of marketing product is regarded as prohibitive.

Meanwhile, Hurel is in the States and word is awaited as to his success in marketing product there. Presupposing the new regulations are enacted into law, they could be amended promptly if the American attitude on the film loan proposition changed for the better.

Americans would like to see Will Hays come over again and see what could be done by diplomacy. The program outlines go even further than that advanced at the chamber meeting of Feb. 25. At that time the French Chamber of Commerce had already let it be known that they had all but adopted suggestions which would limit all foreign entries to 50, and each distributor at the chamber would give five free permits to release foreign films. This was held enough for the American companies which, distributed 213 pictures last year and would only be permitted to distribute 40 during the coming year.

French interests have all sorts of ideas as to how to make the most of \$1,000,000. They range all the way from taking two or three per cent of the gross on all American business to forcing it to the American industry. And the funny part of it is the French believe they have the advantage of getting the money.

### Five Talkers in West End

London, March 5.

There are five full-length talkers in West End picture houses this week. Film men figure this lineup should attract business, which has been noticeably absent of late.

### Paris Stage Shows

Paris, March 5.

Jacques Cœur is engaging spectacular acts for use in the Paramount theatre here, beginning with "The Spanish Overture" in conjunction with screen feature, "The Smart Set," and Nino Martini.

March 15 Amy Meyer is featured, doubling out of the Perrotet de Paris.

New feature at the Gaumont is version of Tolstoi's "Anna Karenina."

### BRUECKMANN DIES

Berlin, March 5.

Heinrich Brueckmann, founder of the Tonbild syndicate, is dead. The company is the most influential sound outfit in this country.

Brueckmann will be hard to replace but his death cannot be a disaster for the future of the firm. It is in a commanding position in this sector.

### WIRING GERMAN HOUSES

Berlin, March 5.

Gus Schlesinger has arrived here to take charge of the European offices of Warner Brothers, First National and Vitaphone. He expects to wire a series of German theatres immediately.



GEORGE WOOD

17 Tring Avenue, Basing, London, W. 4, England.  
At present running my own road show entitled "Babes in Hollywood." Regards to Glen and Johnnie, Elliott and La Tour. George Clifford, Amelia, Ula Sharon and Clara Howard.

## POLA IN HUFF FRENCH FILM OFF

Paris, March 5.

Pol Negri has walked out on her French producing contract and disagreements with her producers, and is reported paying \$15,000 forfeit.

Pol's story is that she found the proposed scenario, based on Dumas' "The Queen's Rivalry," unworkable and the producers declined to make the changes she called for. She says she cancelled the agreement, preferring to pay the forfeit.

Gaston Ravel and Charles Jourjon have a different version. They say the star developed temperamental, called for unreasonable conditions and generally was too exacting. Jourjon among other things complained that Pol would not build her a bathroom in her studio quarters.

Miles Negri told it he knows that she is going to London to do a picture there in April under the Whitaker mark, but with the film producer, Paul Catinien, in charge. She says she will return to produce in France later.

London, March 5.

Picture which Pol Negri will make with Paul Catinien directing goes into production April 15 at the Eclair studios. It is Charles Whitaker's first British production to be released by Paramount.

This is the outcome of Miss Negri's deal with Jourjon. French company, which let her out of picture to be directed by Gustav Wark, behind which was Jefferson Cohen, resulting in Whitaker making a contract with the same man the same evening involving a payment to the French concern of \$15,000 francs.

Whitaker maintains that the negative cost is more than covered by the Continental advance and Paramount-British release. Miss Negri is due here in about two weeks.

### Pathe Co. Active

Paris, March 5.

The Pathe Cinema Co. has been reorganized, Natan, director of the Rapid Film Printing Co., being appointed administrator.

The new concern is absorbing the interests of the Printing Co. and it is declared will presently resume producing.

### F. R. GOODWIN DEAD

London, March 5.

Fredrick Rice Goodwin died in his sleep March 4. He was a former president of the Exhibitors' Association and owner of Metropolitan Cinema Theatre, sold some six years ago to Foxgrip Cinema Theatre.

## British Film Field

By Frank Tilley

London, Feb. 15.

If talkers are sold to this country—and the situation is by no means yet settled—it will be because of the extraordinary success of "The Singing Fool." Up to this writing, eight houses are playing or have played the Warner talker, thus:

Regal, London, 5 1/2 weeks.  
Coliseum, Glasgow, 5 weeks.  
Oxford, Manchester, 5 1/2 weeks.  
Piccadilly, London, 3 1/2 weeks.  
Place, Southsea, 2 1/2 weeks.  
Carlton, Upton Park, 1 1/2 weeks.  
Hippodrome, Croydon, 1 1/2 weeks.  
Olympia, Liverpool, 3 days.

One result is theatre-runs: to get wired despite Ottemoer's declaration on arrival this week from New York there is still no interchangeability on Western Electric system with any other.

Almost every day the situation becomes more complex. Exhibitors are holding off hooking anything because they do not know where their future stands.

They seem to assume that there will be a shortage of silent product, though there is no evidence on the horizon. Still releases have not caught up there is nearly a full year's product from America to work on.

And they are afraid to look about just in case there is a real talker boom, while the same time they are scared of heavy commitments for wiring in case the boom does not come.

It would be a jam. Film men are going short on contracts—and on sale.

### Patent Troubles

The action of the German Toho Studio has improved the situation. This week, following a showing of some Kiangling soundings at Ufa's Universum Palace in Berlin, Toho (group) involving the Kiangling system (the Kiangling system) got an injunction against A. G. (Germanns) Hales.

Toho claims this will also stop A. G. A. Photophone and Movietone and that they will take action here.

At Berlin Photophone is operating the Kiangling system here after about a year's experience and research to find some system on which to work, and Toho also claim patent control of any control of sound in the picture taken separately from the picture taking, there looks to be a reflection of the trouble here.

A. George Smith has gone to Berlin meantime, out has gone down with gripe while all this mess is on.

### Opening Regal—and After...

One line of business at the Regal, Marble Arch, figure the group while "Singing Fool" was running and now known they are serious in films were "The War Cuckoo."

The John G. Brown, who is a big Continental film rather on the lines of "The Fake" and with the same lead, Miss Marnie.

Though business had tailed off somewhat after the success of "The Singing Fool," it took a nose dive in the program and fell away to little interest in the week.

With "Farmer's Wife," it has been cold and the flu epidemic has killed business this week.

Local authorities at Chester, Ireland, put a ban on any displaying exhibitors asking them to show

posters and slides advising folk to stay away from picture houses in case they catch flu.

### New Houses Wiring

Number of the new houses being built are being wired for sound. Latest is the Capitol, Forest Hill, south-eastern suburbs, which opened this week. Cost around \$100,000. The new houses are being wired with two M-G-M pictures, "Man, Woman and Sin" and "Baby Mine." Western Electric wiring is proposed and likely to be working in two weeks. That will give London its sixth Western Electric wired house to date.

### Annals

Kind of year meetings and balance sheet, some this week from the Kinematograph Renters' Society (K.R.S.) and the latest from the C. E. M. (exhibitors). Distributors show an adverse balance of \$2,143,346 while the theatre men have \$2,143,346 to credit in the distributors' accounts and a total of \$3,772,000 credit on taking in the territorial rights accounts.

There is a new president for the year of the Distributors' Society, giving the Association a new break. The election next month of the Exhibitors' Association, with W. R. Stephens as vice-president, and no contest. Stephens was elected automatically next year.

### Quota Kicks

Exhibitors, especially in Scotland, are raising a row about the quota itself. Universal is handling here. But it is not the only one. While it is all right to howl at this end it is pretty easy to see the other fellow's point of view when they obliged to be in the position. In fact, they can run a strong anti-quota campaign here in Scotland.

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## FOSTERS AGENCY

GEORGE FOSTER, (Established 1870) HARRY FOSTER  
STILL LIFE LAMPS  
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# Brands Ring in Pinchle Deck on Duplicate Bridge of Size Tourney

By Harry Reichenbach

(Unpaid, unsolicited and unappreciated correspondent of Variety on topics of interest at 5 per cent.)

Forty members of the Motion Picture Club assembled at the club rooms Thursday night in a demonstration of duplicate bridge under the supervision of the noted expert Liegett. After the tournament it was generally conceded that the only thing the boys knew of the game was what their dentists had told them.

No bid higher than two spades proved also that most of the members could not count above that numeral. When wanting to bid more they made motions or held up fingers.

Considering that Milton Cohen and Jacques Gluckman were the north-south and East and West and Lee Ochs won the east-west you have some idea of the ability of the players. Neither Cohen, Gluckman, or Ochs entered the fray as real contestants. They happened to be three short to fill out the tables and made special inducements to the three to enter.

After the game started, Cohen wanted to know how many cards were dealt each players. Gluckman told him Cohen asked for one card each, with all players drawing to their hands to total five before play began. Ochs came up to the tables and made special inducements to the three to enter.

They arranged special deals with handles for such prominent players as Louis Spring, Arthur Stebbins, Metzger and Arthur Stebbins.

During the first hand the opponent of Low spades was asked ten. Low said, Fox has bid one twenty already, you'll have to bet—Ochs can see where his mind was.

**Favorite Players**  
The game started at 40 men arranged opposite each other, the decks already dealt, etc. Among the outstanding players were H. Cohen and Herbert E. Brown. Both of these players are favorites. The other boys send care for them when they make up to two long tricks.

Stebbins, in particular is known as "God's gift to bridge players." Now, with an average of two long tricks to the hand is excelled by Louis Baum, who boasts that he has lost more tricks than any other player in America. He and Ebenstein almost came to blows during the discussion. Such boasting has never been heard.

The game started and 40 men went intently over their hands. D. Williams asked, in a loud tone of voice, "what would you bid if you had to spend the money?" Gluckman answered, "pass and lay for a double." Williams did it, but the hand was not played and he lay passed. Later, Stebbins made two trump with the same hand. He forgot that his 10 spades were good and only made three of them good.

Following the match between Lichtman and Marty Schwartz, Schwartz bid one heart, Lichtman, his opponent, bid "two hearts." Schwartz got a heart in his hand. Schwartz withdrew his bid on the ground that Lichtman had bid "two hearts" detrimental to the bid. The players went into conference and played the hand. Schwartz allowed to make another bid, Schwartz bid one heart.

Lichtman winked across to his partner, who instantly doubled. Lichtman then bid two diamonds. Schwartz topped this with a two bid. Lichtman's partner then came back with a two spade bid, which was accepted. When the hand was played, Lichtman was found without a spade in his hand. When asked why he made such a bid, he stated that Lichtman thought he wanted to double. This team ended in second place. Imagined! Second place.

**A Highlight**  
The match between Jules Levy of Warner (see first column), Arthur Stebbins, your author, and Edna Carson proved to be the highlight of the occasion. Stebbins, who just returned from a few days in Hollywood, said that he was as his opening bid. Pearson doubled. Reichenbach redoubled to show that Jules Levy, who was the manager for Warner, bid six hearts and Stebbins bid seven clubs with United Artists.

## 3-Way Wonderment

Warners are a bit, figuring that they could do a lot with M-G-M.

Foxites are elated, calculating why he made such a big bid Stebbins said, "I wanted to shut out Warners, who have been bidding on everything in the picture business."

The Metro boys are still gasping.

the result that he and Reichenbach went down six tricks. After the hand had been played and asked why he made such a big bid Stebbins said, "I wanted to shut out Warners, who have been bidding on everything in the picture business."

Scores of the players were as follows:

Rosenbach-Stebbins.....13  
Williams-Levy.....7  
Gluckman-Cohen.....6  
Low-Spring.....5  
Schwartz-Schwartz.....48

and no other score of any kind was made.

The games resulted in so many minus scores that the tournament had to be called off at 10 o'clock morning. The great difficulty is that Bill and Harry Brandt were found using: played the decks and still couldn't score.

This is the first duplicate bridge tournament ever held in New York. The player made the bid contracted for and no team succeeded in getting a plus score. Price-Waterhouse will audit the score, after which the prizes will be awarded.

In the play-off next month each of the players will have an account beside him and if the scores are recorded properly it is thought the first prize winner will be sent to Montefiore Home and the others retained by the house committee. Lee Ochs, chairman of that committee, not being sure of winning first prize, took it home with him the night before.

Next Saturday night there will be held the first telephone bridge game ever conducted or suggested. Al Lichtman will play double dummy with Gluckman. They will use the "phone state" which they have in their hands—and each play will be called as it is made. Here's good betting proposition.

## CHANGING FOX'S "FOLLIES"

Love Interest Instead All Black-outlets Decided Upon

Los Angeles, March 5. Fox studios has decided to weave a love story through their "Movietone Follies" picture instead of making it straight out of a musical and songs. Players involved in the story will be Lora Moran and David Barry with Sharon Lynn as the vampy trouble maker.

Secondary will be the romance between Lora Moran and Sharon Lynn, with Dorothy Jordan acting as understudy in the story that centers around the battle of Joseph Cartwright will play the stage door man.

**STARBUSS YOUNG HALL**  
Los Angeles, March 5.

After hitting and clicking as a featured player for the past two years, James Hall is being groomed by the Paramount organization for stardom.

**Fanny Hurst's Dialog**  
Los Angeles, March 5.

Fannie Hurst, said that "Lum-mox," will reach here latter part of month to collaborate with Herbert Brenon in preparation for dialog on her story. Brenon will direct it for United Artists.



## TEDDY JOYCE

Pittsburgh's Favorite (Adopted) Son Now in his 41st consecutive week at LOEW'S PINKY THEATRE, Pittsburgh. Growing better and going longer every day.

Exclusive Mgt.: LOU IRWIN, Inc. 1640 Broadway, New York City

## New Finish For "Kelly"

Los Angeles, March 5. Benjamin Glazer is writing a new ending for both the silent and talker version of "Queen Kelly," to be released by United Artists.

Erich Von Stroheim started direction of the picture and was taken off when it was almost completed. Several conferences were held as to what was to be done with Von Stroheim being offered opportunity to direct new silent ending and to supervise the dialog. This he does not care to do as it is not his own story.

Paul Stein will be assigned to direct the silent picture, and the possibility that Frank Reicher will direct the talker version. Picture to date has cost better than \$350,000.

## Duncans Get \$160,000

If Going with M-G-M

Heartaches which they lay to the contractual arrangement, with United Artists, will never be "Topsy and Eva" will be made duplicated with Metro-Goldwyn-Mayer, says the Duncan Sisters. According, their contract with latter company is described by them as specific money every detail.

"From now on we are going to know the story we are to have, the how long we work, the how long we work," stated the sisters in their Palace dressing room.

Their contract, which at this writing has not been generally approved by M-G-M executives, provides for remuneration of \$160,000 for three feature lengths. Each in to take six weeks, with the sisters not actually engaged until script is turned to them.

On the first one \$35,000 in the price; second brings them \$50,000, and the last 25 grand more than that.

If their terms with M-G-M are okay they will be working in Culver City by April 6.

## All Work; No Sleep

Los Angeles, March 5. Bo-Ling, Chinese screen actress, after working nights in Alvan's production "Far Call," at Westwood Hills, was called by Director Mal St. Clair to play Harold Lloyd's "N-T-T," filmed at Metropolitan studios.

That she has had practically no sleep did not count, as there are 150 people on the Lloyd set held up until the actress' scenes were shot.

Bo-Ling, with her sister, So-Ching, formerly known on screen as Pinky Twine, recently decided to resume their right names.

## "A Terrible Talker"

Nowadays when the frequently used expression, "A terrible talker" is heard, one can't help but wonder if it is a person or a picture.

# Court Refuses to Restrain Actress in Maclean's Contract; Not Unique

## Bill Fox Years Ago

Years ago, William Fox was the strikingly modern independent exhibitor and exchange man. He fought anything and everything, usually winning over all.

It was Bill Fox who busted up the Motion Pictures General Company and its subsidiary, because they said Bill Fox theatres could only play of such pictures; unless Fox did this or that.

Again it was Fox who went into court and busted up the patent rights under which the M. P. G. Co. and Gen. Film Co. sought to now up the slate trade in the closest trust that could be formulated. It had succeeded for a while until Fox hit the courts, for his busting.

Bill Fox was looked up to by all of the independent picture men of that day; they still look up to him when Fox commenced to expand as an exhibitor and producer.

Concerning the larger concern, and others were throwing the books plenty into the picture organization, never the opportunity presented itself. They forced Fox pictures to be made in the 160 houses; walloped out and his films and theatres as well.

And now Bill Fox has more theatres under his direction, more picture theatres and more theatres of large capacities than any man or circuit in the world.

And still independent, if he can be called with all of his stock holdings in the show business.

## W. E.'s Portable

Chicago, March 5.

More than 40 representatives of local dealers and trade groups were invited to witness the first demonstration of the Western Electric's portable synchronous machine, at the company's Hawthorne plant. The machine is a portable unit, weighing 150 lbs., gave a detailed and simplified technical talk on the mechanical operation of the reproducing outfit, explaining the difference between the disk and film method.

## CAESAR LEAVING FOX

Los Angeles, March 5.

Arthur Caesar will leave the Fox organization upon expiration of his contract March 14. The company did not want to keep Caesar as Caesar is negotiating to join Warners for short subject stories.

## GOULDING'S SWANSON STORY

Los Angeles, March 5.

Edmund Goulding is writing the original story for Joseph P. Kennedy, the next production for George Jackson will be released through U. A.

## N. Y. to L. A.

Bill Prawlley  
Marty Perkins  
Bert Tucker  
Mrs. Hal Skelly

## L. A. to N. Y.

W. J. G. L. A.  
Howard B. Franklin  
Mace  
John W. Wiers  
Bernie  
John Rubin  
Jill Felt

James L. Leary  
Ernest Schoenrock  
Art Hadley  
William M. Baron  
Octavius Roy Cohen  
Glen C. Cook  
Irving Thalberg  
Edmund Lee  
Mrs. Cecil B. DeMille  
James L. Leary  
Jack Cohen

Los Angeles, March 5. Finding that the promised service to be rendered or furnished by Sue Carol to Douglas Maclean, whom she was under contract, is not of a special, unusual, exceptional, or intellectual character, the Superior Court Judge Edward Engle refused to grant an injunction restraining the actress from appearing for any other man.

Engle held that for the fact that there was nothing special, unique, unusual, or extraordinary in the nature of the player any claim that Maclean might have against her, could be, reasonably and adequately compensated in damages in an action at law.

The court further held that any loss sustained by Maclean through reason of the breach by Miss Carol of the contract existing between them, or of the loss of her services could be adequately compensated in an action at law.

Issues before the court in an injunction proceeding say that on Aug. 11, 1928, Douglas Maclean entered into an agreement in writing with the William Fox studio for the service of Miss Carol as a particular part but that Miss Carol was not informed of any matters regarding the contract, claiming that she was told by Maclean that he was negotiating with the Fox studio for the service of Miss Carol and that her services would be required there on or about Oct. 1, 1928.

Then it appeared that Aug. 22 Maclean served notice by writing to Miss Carol that he had terminated his option on her services for the period from Dec. 1, 1928, to May 31, 1929, and that he had terminated the home of Miss Carol in Beverly Hills. At that time Miss Carol was on a train bound for New York City and on her way to Europe.

## Better Contract

On Feb. 11, Miss Carol notified the defendant that as long as she had not exercised his purported option upon her that she was going to negotiate a better contract at better than a rate of \$4,000 a week which Maclean was paying her. Miss Carol had not engaged in the production of pictures for Douglas Maclean in 1927, and is not at present engaged under the contract which she had signed, required to render or furnish any personal services at any time. And that when she had previously supplied her services were rendered at parties given by the plaintiff. But under these circumstances the court felt that there was no equity in the plaintiff's failure to pay the services of Miss Carol, and failure to properly exercise the option.

Judgment was granted to Miss Carol with Maclean ordered to pay the costs in the action.

Major Walter C. Tuller appeared for Miss Carol who is also in a position to negotiate a contract on her own with Fox for the service of which was held in abeyance on account of the injunction proceedings brought by the Douglas Maclean productions.

## GOTHAM ATTACHMENT

Bank Steps on Lien—\$2,000, Office Furniture for \$2,000

Los Angeles, March 5. Deputy sheriffs, armed with a warrant secured by the Bank of Hollywood, seized the equipment and furniture of Gotham Productions Inc. of an action of the bank to enforce collection of unpaid bills amounting to approximately \$2,000. Sam Sax is president of Gotham Productions.

## "LISTEN BABY" SOLD

Los Angeles, March 5. After spending over \$15,000 on a preliminary arrangement to film "Listen Baby," to have been directed by Casey Robinson, Pathé has decided to abandon the picture for a change in policy of production. Dorothy Appleby, engaged to play opposite Edmund Goulding in the picture, remains with the company.

# MUSICAL TALKIES

## Music Tax By Am. Society May Be Attacked by State Legislatures

Annapolis, Md., March 5. Copyright situation in Washington is going to be further complicated by action of the Maryland lawmakers in adopting a resolution to ask Congress to make no change in the copyright law as far as royalties for composers are concerned.

Frederick Volland told the legislating body that the American Society of Composers, Authors and Publishers is forcing the radio broadcasters and orchestras to "submit to a graft and hold-up game" in order to play the latest musical hits.

Resolution, which has already passed the Maryland Senate, charges the A. S. C. A. P. with having set up a "super-governmental agency." It urges Congress to do away with the public performance for profit clause altogether.

Inside information here is that every State legislature will bring up such a resolution.

## Novarro on Discs

Ramon Novarro can really sing, disclosing this new talent in "The Pagan," a forthcoming M-G-M release, with the star warbling "The Love Boat" and "The Sun Shines." His singing so impressed Victor it has signed Novarro for recording sessions, starting with this number, which Arthur Freed and Nacio Herb Brown wrote.

Charlie King "Broadway Melody," is another new Victor artist. He is to do that song and "You Were Meant For Me," with Roy Shield, crook Victor recording ease, is making a special trip from Chicago to the coast to supervise the recordings.

## Columbia on Curb

Los Angeles, March 5. Columbia Pictures will be listed on the New York Curb Exchange starting March 8, under a deal maneuvered by Laderberg Thalmann and Co.

Cohn, Brandt and the ground-roovers retain 70 per cent of Columbia stock. Common shares (\$10,000) will be offered at a price of \$31, while preferred shares (35,000) bearing 7 1/4 per cent will be first quoted at \$22.50.

## No Bid For Circuit

Chicago, March 5. With no bids offered for the bankrupt circuit of 11 National Playhouses, Referee Charles again will take the houses under the hammer within 30 days.

Bids must exceed bonded indebtedness of \$4,000,000. Two offers are listed as \$5,000,000. Two of the most beautiful theatres in Chicago, Capitol and Avalon, are included.

## Mayer Speaks to Pressmen About Foreign Markets

Washington, March 5. Solution of the talkies for foreign markets with different languages was offered by Louis B. Mayer in a letter before the National Film Club Saturday.

Mayer said the 20 per cent of foreign market now lost could be gotten back by using the M-G-M method: An exact blueprint of the features, location of cameras, foot-candle everything, in fact, laid out in black and white and then sold in such manuscript form to foreign producers to supply the dialog.

Other than to see his friend, Herbert Hoover, insurance of Mayer disclaimed any special reason for being here.

## From \$1,800 to \$19,000

Milwaukee, March 5. Probably the greatest difference ever recorded in a theatre's grosses was at the Merril here.

Playing "What A Night," Bebe Daniels feature, the house took \$1,800 on the week.

One week later "In Old Arizona" brought \$19,000.

## ONE BIG MERGER AS NEW LINE-UP AGAINST FOX?

## Paramount, Radio and Warners—Par-RKO Negotiations Reviving?

Another merger to stand off and against the commanding position now occupied by William Fox in the film world is mentioned in the trade as Paramount, Radio (RKO) and Warners.

The industry does just now, there is the substantial suggestion behind it of the revival of the negotiations between Paramount and Radio Corporation. These were broken off on the one side by Paramount refusing to concede the deal unless its name was to be linked by and with Radio in the parent body (R. C. A.), and on the other by Radio setting up the claim that its show business holdings (Radio and Radio Pictures) were worth more than the amount represented by Paramount market quotation on R-K-O stock.

Each of the companies mentioned has a theatre chain, with the possible consolidation of the exchanges of all, another great saving of overhead.

United Artists has been listed to go any way Loew's did. At this time, with Joe Schenck in Palm Beach and U. A. refinancing, it looks as if U. A. will stand by itself for a while longer, anyway.

David Barnoff of R. C. A., who had been reported talking over the matter with the Paramount people, now in Europe. The missing of the R. C. A.-Par merger is said to have led to the reported plan of Paramount operating Keith's, another angle also awaiting Barnoff's return, it is said.

That another merger is to follow Fox-Loew is accepted as inevitable by the inside picture men in New York.

What possibility there may be of Fox meantime adding on one or two of the other important claims is any one's guess.

Reports of the independent producers getting together on an amalgamation or merger have started. Almost all are linked up in some manner by the rumors.

## Punching Up Titles

New Orleans, March 5. Screeners are trying to kick up a draft title down here to help. Last week they changed "Complicity" (WPA) to "The Awakening" (UFA) because "The Awakening of Love."

## NO CHANGES, SAY SALE'S BOTH ENDS

Broadway Buzzing With Announcement of William Fox's Control of Loew's and M-G-M—Gives Fox 750 Theatres—Price Paid \$120 a Share

\$50,000,000 IN CASH

An aftermath of the announcement by William Fox Sunday of his purchase of Loew's stock held by Mrs. Marcus Loew, Nicholas M. Schenck and others has been a barrage of talk. You can almost hear the conversations over it bursting out of every office building in the New House sector.

Details of the trade are: A price of \$50,000,000 paid in cash in the form of three checks; stock passed at a price of \$120 a share and Dr. Gianini acted as the banker for the Schenck group.

The statement was made in both the Fox and Loew offices, in conformity with the formal Fox's remain the organization will be no changes in present personnel of Loew's in New York, or its production subsidiary, Metro-Goldwyn-Mayer, on the coast.

It is said that Schenck took the position if the present officers of Loew's remain the organization will be no changes in present personnel of Loew's in New York, or its production subsidiary, Metro-Goldwyn-Mayer, on the coast.

It appears there must have been a pledge of secrecy between the parties on the price paid by Fox for the Schenck group holdings. The exact amount was \$120 a share. Mrs. Loew, with her sons, David and Arthur Loew, disposed of their total holdings, Schenck, et al. parted with but a portion of theirs. David Warfield's holdings were in the stock sold to Fox.

From accounts Fox bought a large stock of Loew's and then together with William Fox's own Loew holdings represents a vote control. Loew's has outstanding 1,300,000 shares of common and anything over \$65,000 represents a majority vote.

A. C. Blumenthal, Fox's realty head, engineered the Fox-Loew buy. The deal was consummated last Thursday in Dr. Gianini's office in New York. The Fox-Loew deal when starting was swifter than the Loew-Schenck. No one understood the nature of the quick change occurred. It is said that Blumenthal stepped in just when the Loew-Schenck merger was in the center of their clackings.

The deal places within control of William Fox 750 theatres, spread all over the map. Various estimates place the value of the group at Loew's or Fox. They are said to aggregate \$200,000,000.

Loew's 175 Loew houses add greatly to Fox's picture buying power. Or the Loew's whole string of theatres is known as the "shooting gallery," or are there over 200-class-3 houses. All of the others are in the A class and nearly all first runs.

## Ridiculed Variety

Upon Variety's trip to New York three or four months ago that William Fox was negotiating to purchase control of Loew's, the paper was generally

## Film People Seeking Radio Dates As Mike Training for Voices

## Coast Goes Derby

Los Angeles, March 5. Present contingent of New York writers, actors and directors now in Hollywood, have done much to popularize the derby hat.

Heretofore has been obsolete among the hatless, shoulder-shrugging inhabitants of the film colony.

## NICK SCHENCK WILL STICK WITH LOEW'S

## No Present Intention of Leaving, Says Loew's President

"I intend to remain right here," said Nicholas M. Schenck, president of Loew's, in his office Monday.

"With me will be all of our present organization. That takes in David Bernstein, David and Arthur Loew."

"This is the company we came up with, and everything else being agreeable, we shall remain with it."

"An advantageous offer presented itself for the sale of our stock holdings. It also brought to us an influential ally, William Fox, who will be highly beneficial in the future of Loew's."

That condition I advised Mrs. Marcus Loew to accept Mr. Fox's offer. The Loew boys have sold their holdings, and Mr. Bernstein, myself and others sold some of our Loew stock.

"Don't talk me of vacations," remarked Nick, disapprovingly waving a hand. "If I ever had a chance to take more than two weeks what would I do with it?"

"But perhaps I won't work quite as hard as that bustle about me coming to me, don't you think?"

Loew's Nick Schenck always has had the rep of a 10-hour-a-day worker. With Nick it was every day.

In 1918 or thereabouts Loew's, Inc., dropped below \$10 a share for the first and last time in its history. It recovered 7 1/2. Those were very serious days for Marcus Loew and Loew's.

Nick, 1924, when it was decided to make Marcus, owing to his health, turn away from some of the tremendous amount of work he was doing. Nick picked up the entire Loew Circuit burden. At that time Loew's was selling at \$18 a share.

Since then, with stock dividends included, Loew's has steadily climbed. While none of the parties closest to the Fox-Loew deal will state the price Fox paid, it is said to assume the value of the Loew Circuit. Loew's now worth \$120 a share for control.

During the years of the Marcus Loew-Nick Schenck administration of the Loew Circuit it has evolved a policy of no stock exchange dealing theatre chains of the universe. Its reputation cannot be surpassed, and its foundation was with any of the most important big businesses.

## Wiring Bob

Wired equipment will be installed aboard the French liner, "Le De France." It will permit the ship to show talking pictures.

Grasping every opportunity to speak before anything that resembles a microphone, many of the ambitious film players in Hollywood are employing subterfuges to become guest entertainers over the local broadcast stations, that they may develop a better mike voice for sound picture work.

Local stations are swamped with requests from extra players to feature named names. Smaller stations gladly accept the gratis offers while the larger stations not only demand big screen names without pay but a reason for their appearance on the program.

Studios conducting their own broadcast station have no trouble in getting their control people to give an hour or two each week to broadcast special film night programs. The players believe it is a good medium for selling their voice to the public.

Paramount's studio's weekly broadcast over KNX where a two-hour program is contributed. Sunday nights Paramount's studio is gaining such popularity among the other fans they are now sending in requests for certain plays.

This creates a state of competition among the players to such an extent they are employing professional dialog writers to write their weekly sketches. Others are making their voices heard by while those who are musically inclined are going in for learning to play various musical instruments.

## Talkers Annoy Guests

Dallas, March 5. Talkers hit some show rocks in Texas, when a small town hotel was "talked" against.

In his town, population 15,000, claiming that the noise from the various sound effects caused him to lose sleep.

W. G. Howard, proprietor, said that while the "old-fashioned silent drama" helped him by giving his guests a little recreation at night, the talkers keep them awake, and consequently cause them to leave his hotel.

## Offers for U

Los Angeles, March 5. Merger fever appears to have bitten L. A. Young, Detroit millionaire of Tiffany-Stahl. He has made a reported \$10,000,000 nibble offer for Fox.

Nothing definite, as Carl Laemmle is understood to have turned down \$11,000,000 offer from Joseph E. Kennedy some time ago, was indifferent to Fox offer.

## Film Too Immoral

Cleveland, March 5. "Woman in the Night," foreign made, distributed over here by World Wide (Williams), has been entirely banned by the Ohio censor.

Reason given is that the picture's theme is too immoral.

## Thalberg Rushed to N. Y.

Los Angeles, March 5. Irving Thalberg left for New York on an hour's notice, accompanied by Edmund Leach, west coast attorney for M-G-M.

Harry Rapp, Bernie Heiman and Eddie Mannix, associate producers of M-G-M, accompanied Thalberg as far as Needles, Cal., 10-hour ride. King-Vidor, A. R. Younger and Leach were waiting for him at Kansas City before turning back. Purposes of last three making two-day trip to New York was to settle story matters on next John Gilbert picture.

Thalberg and Leach arrive in New York Friday.

# Loew, Fox Sharply Down Upon Announcement of Merger Deal

## Wall St. Hears No Exchange for Present—Question Story of Bond Issue by Fox Theatres—Warners Dips Below 122 on General Insurance Reaction

Fox and Loew touched new low ground on the reaction yesterday. Fox at 92 and Loew at 74 1/2, while Warner Bros., at 120 had momentarily gone through its usual resistance point. Mixed considerations were behind these movements. First there was the recession of the rest of the market, and second, the fact that the pumped up insurance enthusiasm.

The Fox purchase of Loew control was made public definitely Sunday, signal for the actual realization of long pending events. Wall Street got the impression that there would be no early offer of an exchange of stock and in addition heard the story that Fox Theatres had in mind an issue of debentures to take care of financing the new deal.

**Trading Rumor**  
Acceptance of the last report was far from unanimous. As often happens in the bit and run type gossip, it seemed likely that the new financing idea was a distorted version of a minor Fox transaction entirely apart from the Loew merger.

The Fox has taken a long lease on the big film house in Yaarab Temple in Atlantic, said to be the biggest thing of its kind in the city. The lease provides for the completion of this building a banking house will offer \$1,500,000 mortgage, but Fox is not concerned in this situation. However, the story had its momentary effect.

**Realizing on Loew Monday** reached large proportions, the turnover totaling nearly 25,000 shares. This probably marked the end of important selling, clearing up the speculative following.

**Warner Disappointment**  
Liquidation of Warners was natural, representing disappointment of those who had backed on a Warner-Loew deal which had furnished the inspiration for a lot of speculative bulls. As 121 1/2 Warners was at its low since the early-February break to 116, from which it had rallied to better than 124, including rights. The rights were down yesterday at 5 1/2, new low since December.

Elsewhere the market was quiet and unchanged, with Paramount displaying remarkable steadiness against the decline. Even on Monday's pressure it held above 85 and yesterday was up fractionally down in range 4 1/2-4 3/4, with trading quiet.

Fox moved about with Loew, low

### YESTERDAY'S PRICES

Stock	High	Low	Last	Chg.
17800 Loew	92 1/2	74 1/2	74 1/2	-1 1/2
10000 Fox	92 1/2	74 1/2	74 1/2	-1 1/2
10000 Warner	120 1/2	120 1/2	120 1/2	-1 1/2
10000 Paramount	85 1/2	85 1/2	85 1/2	-1 1/2
10000 United	85 1/2	85 1/2	85 1/2	-1 1/2
10000 Republic	85 1/2	85 1/2	85 1/2	-1 1/2
10000 Vitaphone	85 1/2	85 1/2	85 1/2	-1 1/2
10000 M-G-M	85 1/2	85 1/2	85 1/2	-1 1/2
10000 RKO	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.M.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.C.U.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.E.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.F.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.G.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.H.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.I.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.J.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.K.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.L.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.M.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.N.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.O.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.P.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.Q.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.R.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.S.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.T.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.U.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.V.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.W.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.X.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.Y.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.Z.A.	85 1/2	85 1/2	85 1/2	-1 1/2

yesterday at 93 1/2 from Monday's top at 97 1/2, maintaining a ratio not far from 3 to 1 in transactions. Fox jumped in volume in Fox Theatres on the curb. This Fox subsidiary had been in a gradual retreat from 85 to below 80, but reversed its trend, where under clique operations or because the Loew connection gave it a better appearance didn't appear on the surface. Monday it had recovered to 88 and advanced above that mark slightly yesterday.

**Next Move Hidden**  
Fox-Loew operation revived forecasts of new trade alignments, cited among them being Paramount and Radio-Keith, and Warners and Shubert possibly. But while nothing did not indicate awakening of interest markets. Shubert held to recent level 47-48, while Radio-Keith was very dull above 30, both stocks doing nothing other way.

**P. C. Up**  
Motion Picture Capital continued to behave sensationally, touching 43 last week and then reacting to around 35. While nothing has come out hinting at the development behind the move, it is supposed that a talking device connected with the inspiration. Where any such amount of stock as represented by a one-day total around 300 shares is coming from is a mystery to outsiders.

Trading in Columbia Pictures will begin on the New York Curb March 8, issue having been admitted to the list.

Two amusement company reports on earnings came out, neither by any means rosy. Pathe balance sheet as of Oct. 3 showed current assets \$1,611,444 and current liabilities \$2,998,498, compared to similar items as of Dec. 31, 1927, of \$10,230,725 and \$8,108,595. The same was Orpheum income statement, showing loss for year Aug. 31 last at \$660,000. Keith-Orpheum for the same period showed a net deficit of \$1,044,000, with interest and other charges (this was before the Radio purchase).

At \$10 a head, that would have meant 750 tickets to square things had the picture executives purchased blocks of stock for the moral support.

N. T. G. paced the costume parade and prize awards. The real fun obtained in any of the first floor rooms which had been engaged as sitting rooms for the party.

Estimated attendance was about 800, counting Tammany Young and plenty of gate-crashers, mixture of picture people and outsiders.

### COLUMBIA'S SOUND STAGE

Los Angeles, March 5. Columbia studio's sound stage which will have a floor area of 80 by 140 feet. Western Electric equipment is now arriving. Structure will be equipped for recording by April 1. There will be two channels or units, which are now being tested. In time four companies may be accommodated.

Clarence Mackin, supervisor branch maintenance and operation for Columbia, and connected with the home office, sells from Vancouver March 6 to establish six Columbia exchanges in Australia. Headquarters will be in Sydney. He will be away three months.

### BONDS

Stock	High	Low	Last	Chg.
10000 Loew	92 1/2	74 1/2	74 1/2	-1 1/2
10000 Fox	92 1/2	74 1/2	74 1/2	-1 1/2
10000 Warner	120 1/2	120 1/2	120 1/2	-1 1/2
10000 Paramount	85 1/2	85 1/2	85 1/2	-1 1/2
10000 United	85 1/2	85 1/2	85 1/2	-1 1/2
10000 Republic	85 1/2	85 1/2	85 1/2	-1 1/2
10000 Vitaphone	85 1/2	85 1/2	85 1/2	-1 1/2
10000 M-G-M	85 1/2	85 1/2	85 1/2	-1 1/2
10000 RKO	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.M.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.C.U.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.E.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.F.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.H.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.I.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.J.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.K.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.L.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.M.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.N.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.O.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.P.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.Q.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.R.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.S.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.T.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.U.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.V.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.W.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.X.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.Y.A.	85 1/2	85 1/2	85 1/2	-1 1/2
10000 P.Z.A.	85 1/2	85 1/2	85 1/2	-1 1/2

See div. 14.000

### ISSUES IN OTHER MARKETS

All Quoted for Monday

Over the Counter

New York

Quoted in Bid and Asked

NEW YORK STOCK EXCHANGE

NEW YORK STOCK EXCHANGE

NEW YORK STOCK EXCHANGE

NEW YORK STOCK EXCHANGE

NEW YORK STOCK EXCHANGE

NEW YORK STOCK EXCHANGE

NEW YORK STOCK EXCHANGE

NEW YORK STOCK EXCHANGE

NEW YORK STOCK EXCHANGE

### LEW WHITE

Feature Solo Organist

Roxy Theatre, New York

White, regularly featured

a coast-to-coast radio network

of the N. B. C. returns to the ROXY

Theatre as chief organist for

an indefinite engagement commencing

March 9th with the celebration

Second Anniversary Week. Lew

White records exclusively for

Brunswick (second and seolian

Studio: 1630 Broadway, N. Y. City

# W. E. Taking Credit for Talk Device By National Advertising Campaign

## Warners' Small Deals

Several smaller theatre chain deals which the Warners were scheduled to have closed in the public eye have been postponed.

Executives state that the brothers are marking time and concentrating upon the improvement of the Stanley chain.

It is admitted that the sudden acquisition of Loew's by Fox has complicated the brothers' plans.

# Keith's Inviting Indie Circuits

## Booking With It to Conference?

It's understood that Elmer A. Brown, of Radio-Keith-Orpheum, has sent an invitation to the independent circuits booking their yards through Keith to meet for a conference in New York.

The principal circuits reported invited are Proctor & Wimmer & Co. (Pittsburgh), the Interstate, of Texas.

These are also of the "Murdoch group" of Keith-booked houses, with Murdoch holding a personal share in many of the circuits. They comprise "the cats and dogs of the Keith Circuit," as they were referred to in downtown banking circles, before he asked \$50,000,000 to be made.

Brown's object in calling the meeting might be twofold: To interview in person the heads of the interior circuits of his office, directly owned, with R-K-O having no interest in them other than booking for such intimate talk as he might wish to indulge in; or, to hear the expressions from some outside managers on the operation of Keith's at present. Another reason could be for Brown to assure his prestige as to how the circuits are booked up with J. J. Murdoch, and if Murdoch has them tied in for his display in the 100 theaters, more or less, to become a part of Keith's through purchase or some other character of deal.

Murdoch is desired to interview with the owners of these important houses booked by Keith's is not surmised at.

Warner also have had the Murdoch string under consideration, and for the same Fox-Low reason, but he was more excited about them now than either R-K-O or the Warners have been. He has had the opportunity to make the deal. Its reluctance to do so was because R-K-O considered the Murdoch price too high.

Murdoch is said to have stated that, as no one looked forward to any individual commission or out to profit on the sale, he was indifferent as to how the circuits were disposed of, if satisfactory to the owners, including himself.

The "Murdoch group" has shown a profit of nearly \$4,000,000 recovered for some time. Keith's, in its own operation, by its last year's statement, displayed a loss of \$1,000,000.

### Studio Unit Publicity

Los Angeles, March 5. Warner Brothers' studio is adopting unit system of handling studio publicity. Staff members include Blocher, in charge; Ed Thomas, Bob Donaldson, Carlisle Jones and George Barr.

Each picture as it goes into production, is assigned a unit press agent, who goes to the picture production until it is completed.

Hereafter, all studio publicity has been handled by two men in the department.

### JACK STOOPED TO PICK

Los Angeles, March 5. John Gilbert estranged his neck Monday while standing over a pick something up in the studio during shooting of Fred Niblo's "Redemption."

With Gilbert confined to his home for several days as a result, Niblo will continue production on other scenes.

### THE CODY'S STILL LIL

Los Angeles, March 5. Worst received here as to the Cody's condition at the Warwick hotel, New York, states he is still ill with no visitors allowed.

Mrs. Cody (Mabel Normand) was stricken with pneumonia five weeks ago and has not yet fully recovered.

### Teams

Los Angeles, March 5. A coincident proving that even two heads are better than one in producing a picture was brought out in the making of "Close Harmony" for Paramount.

Elise Janik and Gene Markey wrote the original story; Percy Heath and John A. Weaver adapted it for the screen; Charles Rogers and Nancy Carroll shared the romantic honors, while Jack Oakie and "Elsie" Gallagher teamed as a pair of song and dance men.

Pictures was co-directed by John Cromwell and Edward Sutherland, which will be presented by Adolph Zukor and Jesse L. Lasky.

## Ass's Directs and Makeup Men Become Unionized

To keep office boys from being promiscuously made assistant directors and to give makeup men a chance for a week's pay instead of an hour's notice is the chief aim of the last department in film production in the East to get its working papers from the American Federation of Labor.

The 25 who have signed the line as members of the Assistant Directors and Makeup Men Eastern branch are loath to talk about their aims at this time.

Frank Viesse, head of the cameramen local, said that he would be done, that some of the boys had asked to be organized and that he had produced it. It is up to them to sink or emerge.

As to the makeup folk who pull from \$10 to \$25 a day when they work the new crunch hopes, according to the organizer, to get on somewhat of a constructive basis with the artists. Their chief reason for participating in the union, he said, is to inject a little financial formality in their retirement from a dressing room in preference to unremunerative temperament.

### Orpheum Reports Loss

Orpheum Circuit supplies a Dec. 1928 balance sheet an income statement to stockholders—presumably those who have not exercised conversion privileges into R-K-O and to holders of the old Orpheum preferred. Income account records net deficit on the calendar year of \$600,000.

Radio-K-O's last statement showed net loss for the year ended of more than \$1,000,000, the account covering Orpheum as well as the Keith interests.

Orpheum gross income is set down at \$17,528,000 and expenses, \$18,880,000, leaving net \$660,000. "Fruitful" sale of investments" raised total to \$950,598. Depreciation and amortization of leasehold improvements more than wipe out this operating net. Additional charges are "production expenses prior to Jan. 1, 1928" written off, \$150,850 and direct paid, \$600,648, making total deductible from surplus \$650,000, leaving surplus balance \$239,417.

Total assets are \$23,975,000; cash, \$149,785 and total current assets \$1,464,598. Current liabilities \$754,000.

### F-S Shutdown Due

Los Angeles, March 5. Grant L. Cook, general manager for Tiffany-Stahl, will leave the end of this week for New York to look after the concern of work of laying out next year's program. John M. Stahl will follow as soon as production work at the studio is completed.

Indications are of a three-month studio shut down.

# \$200,000,000 N

## 9 People with Jeanne Eagels or Talking "Jealousy"—Showgirl Double

**Installment Plan of Payment for Equipment Obliges Electric Companies to Carry Accounts Up to Five Years—One Already Interested in Theatre Circuit**

### FUTURE OF DIALOG?

Electrical companies manufacturing sound equipment for the picture industry are banking over \$200,000,000 in equipment and other investments on the ability of showmen to keep the public interested in talking pictures alive for five years or longer.

In addition to the investment in wiring and laboratories, one of the electric companies General Electric, to protect its sales outlet, has laid out millions in purchase of a national chain of theatres (Kodak) and a film producing subsidiary, Radio Pictures. This is through the Westinghouse and Radio Corporation.

The electricies are leading up with wiring, sound runs for \$100,000,000, said mainly on the installment plan stretching over five years, earning the financial time taking the chances in the event that talkers should die out at any time within that period.

It is reported that the initial deposit and the advance payment following the installment plan, if installed, do not cover the cost of manufacture of sound equipment as far as the electric companies are concerned. In the case of an \$18,000 installation an exhibitor pays about \$1,200 at time of order and about \$2,500 before the equipment is put into the theatre.

The electric power standing in the equipment on which full returns cannot be received, excepting over the full period of time granted in their installment contracts.

Among producers, it is reported, belief is that they are taking a blither chance on the talkers than the equipment manufacturers, but producers and electrical men are not much concerned about the possibility that dialog pictures may take a nosedive. The inclination is rather toward the belief that the development of talkers is just starting. That sound is the electric belief; their skepticism is in dialog.

Back of the investment in theatre equipment is also reported a tremendous activity, involving hundreds of millions, on television and home entertainment.

Possible Blackeye One executive in talking picture district made a statement that the producers could give talking pictures a black eye within a week, or failing to improve upon the first crude efforts in talking pictures.

The electrical companies are now figuring on the progress in talking picture production to keep the picture alive or if the producers and exhibitors fail in doing so, eventually inability to meet obligations would result in the electric assuming even further interest in the operation of theatres as well as production.

Between the engineers for novelties and the show men to keep the interest alive, the electric companies seem to stand in any great danger of being ignored through a public distaste for talkers.

### Ruth Taylor Free Lance

Los Angeles, March 5. Paramount did not exercise its option on Ruth Taylor, who played the role of "Gentlemen Prefer Blondes" and John Monk Saunders, writer. Both leave the company shortly to freelance.

### Illustrated Orders

Jean delmure, the French director at the Paramount Long Island studio, being somewhat uncertain in his English, uses a pad and pencil when giving instructions to H. Emerson York, of the casting department.

Delmure sketches the types and characters he wants and York fills the specifications of the sketches.

## Reichenbach Solds P. A.'s For Too Little Dignity

Film executives have less respect for press agents than the lowest cameraman. The attitude will continue until the boys themselves insist upon the dignity their jobs deserve. In the past toward this will have to be only a good word for each other, keeping disparaging remarks to the inside.

So Harry Reichenbach laced it into the Association of Motion Picture Advertisers at the luncheon dedicated to Vio Shapiro and his new job with Fox. Declaring that his one and only capable publicist, he had been "eased out" by Universal artists with a two weeks' notice, he stated that the same would never have happened in other departments.

"Don't," said Harry, hotly; "they would," throw Herbert Brenson out with a two weeks' notice, and yet it's the thoughts of the publication director which inhibit themselves in the millions of minds of ticket buyers.

"Never let them see you. Always get in at that will up you off when to ask for the raise and resign with the asking. In my 30 years as a publicity man I was never fired. Sometimes it was because I knew my own territory. I don't let Carl Laemmle or Lou Metzger tell me how to write Universal publicity for which I'm getting a thousand a week. Neither do I let Universal interfere with other accounts which bring me in another \$2,500 the same week."

Shepird did not allude to United Artists or to Fox, except that he had gotten from William Sheehan a two-year contract as an executive. In futuristic language he predicted a mechanical age for pictures and warned the boys to put on their thinking caps.

## Franklin-Marco Due in New York This Week

Los Angeles, March 5. Harold B. Franklin, president and general manager of Fox West Coast Theatre, and Marco, head of Fanchon and Marco productions, are en route to New York, but separately.

Franklin is proceeding via San Francisco, Portland, Tacoma, Seattle, Butte and Great Falls. He will arrive on March 9, after spending his circuit.

Marco is expected after spending two days in Chicago, March 7. The latter is preparing to buy 100 acts to be played in the units over the country and in Australia.

Both men will remain in New York about two weeks.

### Henley with Par.

Robert Henley, associated with M-G-M for the past several years, has been signed to direct for Paramount. He will take up his new duties at the Long Island studio in about a month.

### GEISEY, EXEC AT U

Los Angeles, March 5. Ervin Geisley has left the Pathe story staff for an executive job at Universal studio.

"Jealousy," the two-character play which closed two weeks ago at the Maxine Elliott theatre, went into production March 4 as a nine-character all-talking Paramount picture. Jeanne Eagels is in the stage role taken by Fay Bainter. Paramount's cast includes Halliwell Hobbes, Blanche McClair, Hilda Moore, Herschel Mayall, and from left, Jean delmure directing.

Paramount's first musical comedy, "Cocoanuts," with the Marx Brothers, finished March 5, with 28 shooting days tabbed.

Paramount studio with the completion of its new annex, to house all of the mechanical departments under one roof will have space sufficient for two features and talking shorts simultaneously in production. In the silent era the studio is given a five unit rating.

Elise Gernon, a show girl from "Scandals," in the chorus with "Cocoanuts," was selected to double for Nancy Carroll in some New York exteriors made for the west coast.

### Multi-Language Shorts

At Warners studio Ann Codee and Frank Orth, vaude, made four shorts for M-G-M. One was in German, one each in French and English. This is the first instance in which a picture is made in three foreign localities in America. Raymond Hitchcock, slated to direct shorts for M-G-M, will have together with that company, did a monologue and a couple of songs for Fox.

An elaborate tenter starring Essie Vassilakova was in production the end of the week. The special story authored by Edmund Joseph and Murray Roth, directed by Bryan Foy. Twenty extras were used.

No band recording for Warners during the week. This is unusual as the schedule averaged one band a week for small towns, which demand band shorts in preference to any other type.

Pathe studio readying for its next all-talker. Everything, indeed, in the schedule averaged one band a week for small towns, which demand band shorts in preference to any other type.

DeForest studio, partially completed by an independent producer, doing dramatic two-reelers.

## Cuing Film Releases

Victor Talking Machine Company's subsidiary, Victor-Musical Library, is lining up all of the small production companies for the release of non-synchronous houses. Victor claims to have 30 picture titles in feature production with special records for "small houses."

The associated entirely arranged exhibits with no expense to producers. Cue service averages 12 releases a week. The Victor has a tentative campaign to service all releases, even the quickies, is aimed at the summer and autumn picture services that have sprung up to cater to houses with various independent titles. The reproducing there are over 20 of the cuing service on the market, all deriving profit by renting phonograph records.

### D. W. Beck on Coast

Los Angeles, March 5. D. W. Griffith, chief of the staff, now in New York selecting story material for next year's program, will arrive here March 15 to start production.

### Key Johnson's Operation

Los Angeles, March 5. Key Johnson's (Mrs. John Cromwell), playing "Dynamite" in Cecil B. DeMille's "Dynamite," underwent an appendicectomy operation at Hollywood hospital, Hollywood, March 4.











**XOXO**





# HE KNEW WHAT SHE WANTED!



**LON CHANEY**

The Parade of Prize Packages from Leo of M-G-M never ends! Lon Chaney coming in "Where East Is East," another smash following "West of Zanzibar" and "While the City Sleeps."



**JOHN GILBERT**

"A Woman of Affairs" continues to sweep America like wildfire. John Gilbert follows with "Desire Nights." What a star! They all wanted him! The Big One star with M-G-M!



**MARION DAVIES**

She makes 'em laugh, and laughs bring the dough! The "Fair Co-ed" star repeated in "Show People" and wait till you see her new scream!



**NORMA SHEARER**

"A Lady of Chance" is delighting her tremendous following. Watch for the Biggest Announcement yet made for this charming star!



**RAMON NOVARRO**

His greatest success since "Ben-Hur" is "The Flying Fleet." Thrilling packed houses everywhere. And now comes "The Pagan" directed by W.S. Van Dyke who made "White Shadows."



**GRETA GARBO**

The most talked of star in pictures! "A Woman of Affairs" built her fame bigger than ever. Next "Wild Orchids" and it's a throbbing Garbo gold-getter!



**WILLIAM HAINES**

One happy hit after another! "The Duke Steps Out" is his new winner after "Alias Jimmy Valentine," "Excess Baggage" and "Show People." He's popular!



**JOAN CRAWFORD**

Your public has made her a brilliant star! "Our Dancing Daughters" is just the beginning of Joan Crawford's glorious box office career! M-G-M is the star maker supreme!



**BUSTER KEATON**

M-G-M knows how to make Keaton comedies that clean up! His masterpiece is "Spite Marriage" coming to follow his "Cameraman" success!

## HAL ROACH COMEDIES

**"OUR GANG"—LAUREL—HARDY—CHARLEY CHASE—ALL STARS**—they're the Class of Short Subjects! They draw like Features! And Hal Roach's tieup with Victor means you get them now with Sound effects, funnier than ever! **M-G-M NEWS; M-G-M GREAT EVENTS** in Technicolor; **M-G-M UFA ODDITIES; METRO MOVITONE ACTS** are the Quality Shorts of the Industry!

# METRO-GOLDWYN-MAYER

# "A few good seats left on the chandelier for . .



COLLEEN MOORE IN "WHY BE GOOD?"  
OUTFLAMES "FLAMING YOUTH"

CORINNE GRIFFITH IN "THE DIVINE LADY"  
GREATEST SPECIAL-5 STAR CAST

MILTON SILLS & DOROTHY MACKAIL  
TALKING IN "HIS CAPTIVE WOMAN"

"CHILDREN OF THE RITZ"  
\$10,000-PRIZE STORY-GREAT JAZZ SCORE

MILTON SILLS, "BARKER" STAR IN  
"LOVE AND THE DEVIL" MARIA CORDA




5 mighty Vitaphone productions massed in March to CONTINUE  
First National's CONTINUOUS PERFORMANCE without a  
let-up... Made to match the amazing records of "The Barker"  
and "Weary River"... Every one keyed definitely to deliver  
Week-End Business EVERY DAY in the Week! . . . . .

## FIRST NATIONAL



Member of Motion Picture Producers and Distributors of America Inc.—MPLI Members

## 18



# ALLAN K. FOSTER

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BOOKING REPRESENTATIVES  
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ATTORNEY

100% Talking with JOHN GILBERT

---

"The Mysterious Lady" "Dream of Love"

"Ben-Hur" "Camille"

---

*Memories That Live:*

"Three Musketeers"

"Blood and Sand"

"Temptress"

"The Mark of Zorro"

EVERY NEW FOSTER ACT HAS A NEW IDEA



**DAVEY HANGS S.R.O.  
ON MASTBAUM in PHILLY!**

Davey Lee in "Sonny Boy" was selected as the first picture to play at the palatial Mastbaum Theatre in Philadelphia.

Ever since the opening on February 27th it has filled every one of the 5,000 seats at every performance. It has turned thousands away. It has proven what everyone believed—one of the biggest box-office bets offered by any producer this year. Set your dates now.

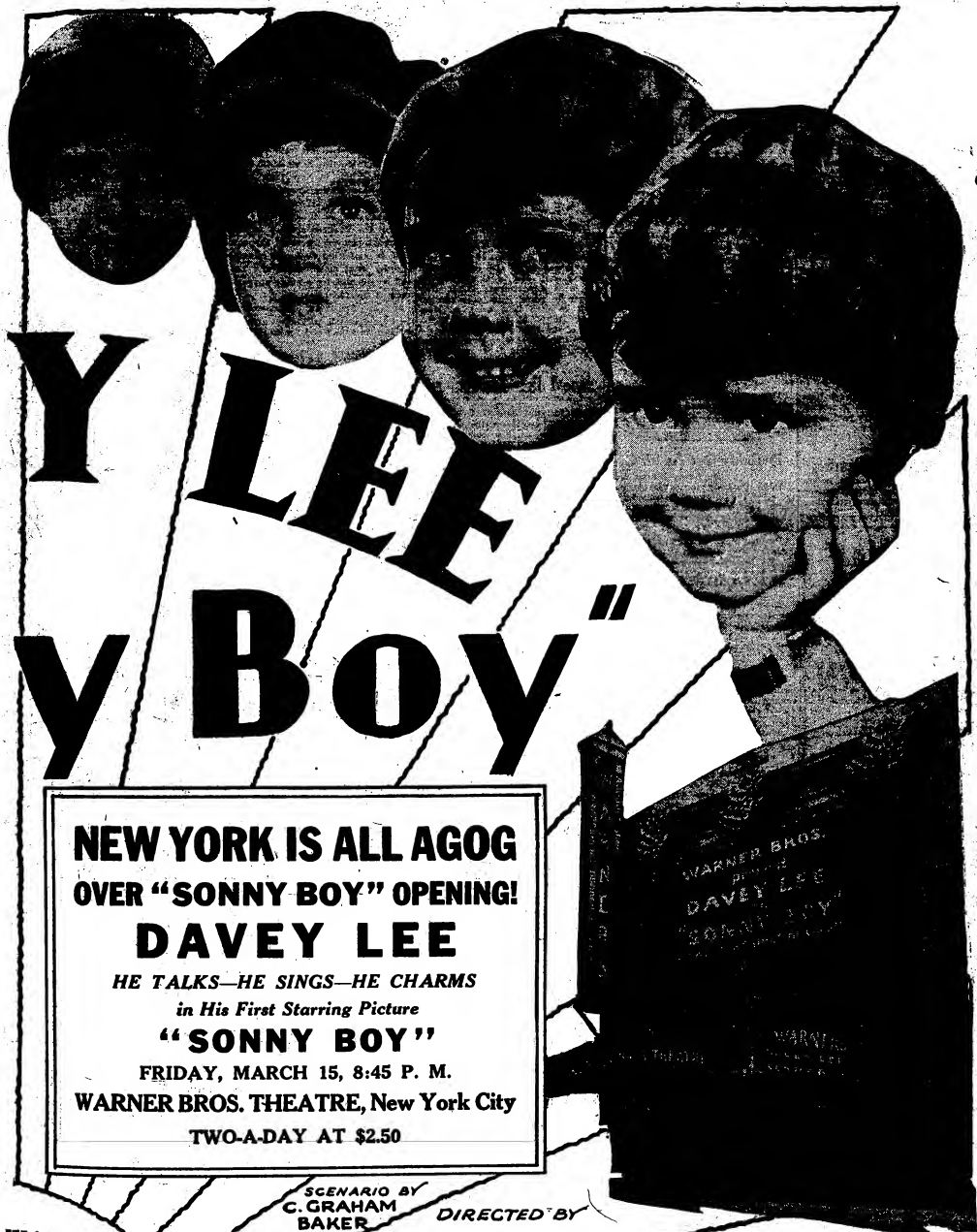
**EDWARD EVERETT HORTON - BETTY BRONSON**

**A  
WARNER  
BROS.**

**VITAPHONE**

**TALKING  
PICTURE**

**SEE  
and  
HEAR**



# Y LEE Y BOY"

**NEW YORK IS ALL AGOG  
OVER "SONNY BOY" OPENING!  
DAVEY LEE**

*HE TALKS—HE SINGS—HE CHARMS*

*in His First Starring Picture*

**"SONNY BOY"**

**FRIDAY, MARCH 15, 8:45 P. M.**

**WARNER BROS. THEATRE, New York City**

**TWO-A-DAY AT \$2.50**

SCENARIO BY  
C. GRAHAM  
BAKER

DIRECTED BY

**ARCHIE MAYO**

**WARNER  
BROS.  
MILLION  
DOLLAR  
KID**

**NOAH'S  
ARK**

*Tops any picture  
ever made*

What Warner Bros. Promise Warner Bros. Deliver

**THE  
DESERT  
SONG**

*A Coming Attraction*



## Loew's Canadian Theatres May Later Go Under Wm. Fox's Control

Toronto, March 5.  
The control by William Fox of Loew's holds possibilities for Loew's Canadian theatres.

The dominion companies are separate concerns, operated under the management of Loew's, which owns a substantial share interest in all, but not control.

As far as is known the control of the Canadian companies is not to be affected at present by the deal, but this may happen in the immediate future.

Fox is reported to have plans for entering the dominion on a large scale. Whether this takes place or not local theatres are going to benefit from the combining of resources of two of the largest chains on the continent.

Taking pictures have been installed in Loew's London (Ont.) and announcement was made yesterday that the Toronto theatre will be equipped shortly.

Rumors have been current here for many months of a Loew's group coming in to offer real opposition to Famous-Players-Canadian Corp.

### EXCELLENT REORGANIZES

Excellent Pictures, active in the independent field until last summer, is undergoing reorganization.

### WHEN YOU SEE

The Name

# ALFRED E. GREEN

On a Picture

**YOU KNOW  
IT IS BOX OFFICE  
NUFF SED**

### M. C. Dying Out in Chi

Chicago, March 5.  
No doubt remains in Chicago that the m. c. has seen his day as a drawing card.

With practically all of the luge houses working the same policy for four years, customers have given up the old method of following an m. c. blindly. With this change goes the old easy habit of undepicting poor pictures on a drawing m. c., with the assurance that his fans will come in no matter what the picture may be.

Today de luge house grosses are fluctuating in exact proportion to drawing power of the film, with changing m. c.'s in almost all instances making no difference in the take-in.

This town is ready for something new in stage draws.

Managers know it and plenty are figuring.

### Peabody Out As M. C.

St. Louis, March 5.  
Edwin Peabody, the banjo playing m. c. at the Midtown, is scheduled to leave for California March 22. Showmen are casting about for a new m. c.

Peabody never clicked as an m. c. here.

### \$5 FOR STILLMAN TICKETS

Cleveland, March 5.  
Town was amazed when tickets for the opening of "The Broadway Melody" at the Stillman sold as high as \$5. The house had been sold out in advance. Many of these coupons appeared to reach the ticket brokers.

Stillman (Loew's) has been rescheduled for the "Melody" run. This included an entire change of policy for the pop price house. Top is \$1.50 and reserved seats, two performances daily.

### Publix in Montgomery

Montgomery, Ala., March 5.  
Publix have announced plans for a new house here to cost about \$200,000. Work expected to start within 90 days, according to Hoxey C. Carley, skipper of Publix house here.

### PROMOTING BARBERS

"Every boy getting a haircut receives a free ticket to Huntington theatre."  
This sign is displayed in a tonsorial parlor in Huntington, L. I., as a helpful hint to parents whose young sons dislike barbers.

### B. & K. Men From Chi Come to Publix, N. Y.

Chicago, March 5.  
Five Balaban & Katz office men are being transferred to Publix headquarters in New York.

George H. Mathews is to be field superintendent in the construction department; Morris Greenberg in the same department; E. H. Buchanan is going from construction work here to field work in New York; Dr. N. M. La Porte will be head of the Public research department; Charles M. Fox goes into the interior decorating department.

### June 1 Date for Juniors

June 1st, the date that Western Electric will commence installing its junior device, has also been selected by Louis Gerard Pagent to promise delivery of a film attachment to his present disk system, popularly called the Warner cheaper talker.

### Season's Announcements Given by Understanding

Announcements for '29-'30 will be delayed one to two months by all the major companies this spring.

With the talking situation having deferred production all along the line many of the companies still have 10 or more productions scheduled for the present season yet to be released. Many are not even produced.

Producers have agreed through the suggestion of the Hays office not to publish next season's product prematurely, while the sales departments are still working on this season's quotas.

### Mammy Cooker

Los Angeles, March 5.  
For local premiere of "Hearts in Dixie," Fox all-colored talker, at United Artists March 6, Manager Hal Horne has a Negro mammy in the theatre lobby serving flapjacks and coffee in Southern style.  
A suggestion that fried chicken be included on the menu was passed up it being feared customers would remain for a full meal with that bait as a lure.

### 36 For Rayart

Rayart will return to its previous schedule of 36 feature releases next season. The independent reduced its schedule this season to 20 features.

### Lily Damita's New Contract

Los Angeles, March 5.  
Lily Damita has been given a new contract by Sam Goldwyn. She had been working under tentative agreement that extension of contract would be subject to her acquiring facility in speaking English.

Now she has been instructed to discontinue her studies, as stories will be selected to capitalize her lessened foreign accent.

## Earlier Hour For House Opening; Church Hook-up For Organ on Keith's

### Hair Dressing Tieup

Publix has tied up with the national hairdressing association contest being held in New York for a special show at the Brooklyn Paramount March 20. Hundreds of applicants will be interviewed, following the interest created in the campaign among women wearing various exploiting mediums, including the want ad columns, and 150 will be selected for a stage appearance at the theatre.

Joseph Friedman, representing the hair-dressers, will select girls at the Continental Hotel for the Paramount.

As a result of this hook-up Publix is getting extensive exploitation in from 4,000 to 5,000 beauty shops in Greater New York, reaching hundreds of thousands of women.

### Prices Drive Out Hellman

Chicago, March 5.  
Morris Hellman of Republic Pictures, one of the oldest indie-exchange men in town, has folded up his business and retired. Ready for quitting is the inflated prices set on sound pictures, particularly talking shorts, he says.

### GOULD AS SALES MANAGER

Charles Gould, formerly with Tiffany-Stahl, replaces Bernard Scholtz as general sales manager of Affiliated European Distributors. Scholtz joins RCA staff.

Irvin Shapiro, formerly affiliated, is the new manager of the Carnegie Playhouse.

"Coquette" at U. A. April 1  
Los Angeles, March 5.  
Mary Pickford's final version of "Coquette" will have its premier at the United Artists theatre here about April 1. Vocal version of the picture is completed, silent part is just getting under way.

Alex. Frank! Poisoned  
Waterloo, Ia., March 5.  
Carbon monoxide poisoning caused the death of Alexander Frank, former Waterloo theatre operator.  
His body was found in the garage, Feb. 27.

Under the instruction of Joe Plunkett, Keith's theatre operator, it is reported a Keith theatre anywhere (including the Orpheum) will give Sunday morning concerts at the same time offering to book up its organ with any local church wanting that free service. As many churches as may apply will be served. The hookup will be by wire and amplifier.

The church as an objective for free organ service is a good will movement on behalf of Keith's. It has not been previously done in the show business.

Another recent Keith order is said to be an earlier opening of the vaudeville theatres. Opening hour is to be 11 with a special early show scale. Not much attention has been given by the Keith houses on the early opening, they usually starting around 1 p. m.

### Quality by T-S

Los Angeles, March 5.  
In reviewing the final edited copy of "Midstream," directed by James Flood for Tiffany-Stahl, Great J. Cook, business head, ordered additional sequences to enhance value and fit in with T. S.'s new policy of higher quality production.

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MOST AMAZING REVELATIONS  
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fancies of the human race!**

Brought to you in stirring TALK . . . thrilling  
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points of interest in a delightfully unique and  
showmanly manner. Music and sound effects  
. . . recorded by RCA Photophone.

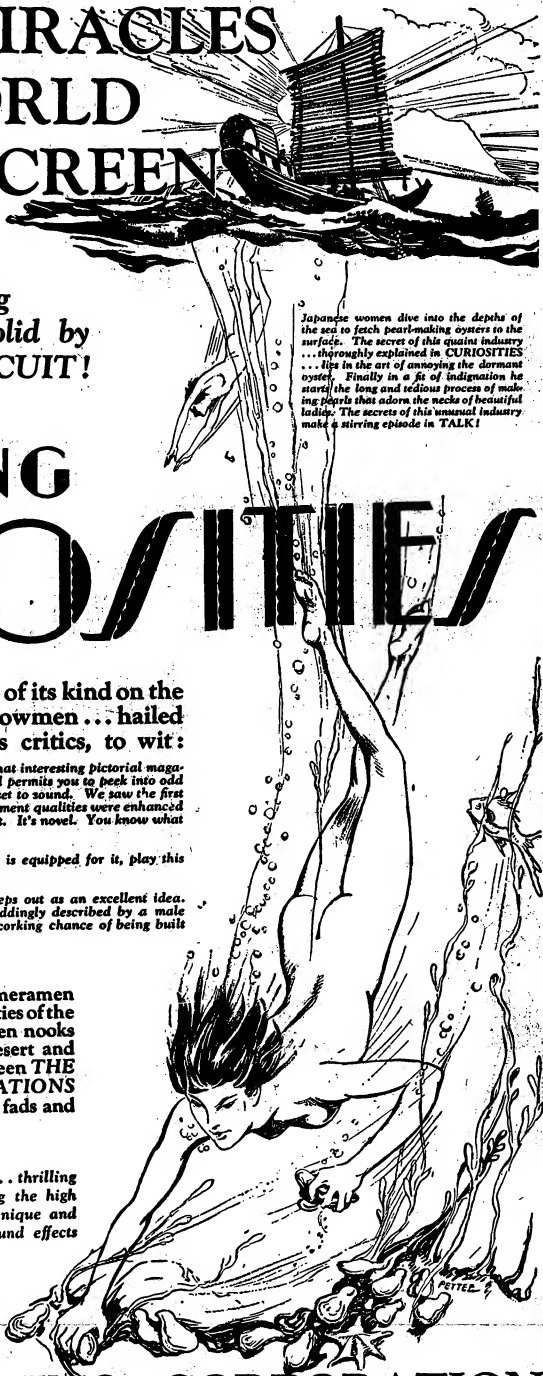
Japanese women dive into the depths of the sea to fetch pearl-making oysters to the surface. The secret of this quaint industry . . . thoroughly explained in CURIOSITIES . . . tips in the art of annoying the dormant oyster. Finally in a fit of indignation he starts the long and tedious process of making pearls that adorn the necks of beautiful ladies. The secrets of this unusual industry make a stirring episode in TALK!

Presented by Amedee J. Van Beuren

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## DULUTH HERALD

There is something about the Paramount all-talking quality pictures that registers as an artistic and box-office attraction. We have had the first three at the Lyceum, "Interference," "The Doctor's Secret," and now "The Canary Murder Case." Each is a talking classic of the screen. While talking pictures are still in their infancy, Paramount is making them gems of entertainment. This is due to several things: Players who speak as well as act, excellent reproduction of sound and voice, fine direction, photography and dramatic plot.

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**PARAMOUNT**

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# HEARTS IN DIXIE

(Continued from page 15)

the-aged idler to the life, making everything count and having some funny dialog with which to work, so mean help.

Meaned singing is uniformly good and interesting, although there is no telling the names of the songs, except in extremely familiar cases such as "Swanee River," as capably rendered as anything in the picture. The Brown, Dobyria and Henderson songs, credited on the lead title, are entirely obscured from public vision and unimportant if present.

Film is not a pulse quickener in any sense. In fact, it is slow-paced and is simply a southern Negro study. It is not so rare, and if grided audiences do not loose patience with it, more than half the battle will be won. But the ability of the picture house mentality to stick it is the point upon which this one will ride or fall, and the reason for stating the sure-seaters, if wired, would go for it in a big way. Favorable feminine audience reaction will be particularly important in this case, and doubtful.

In workmanship it's far more significant than many of these clunkers which have come out of Russia. Technically the picture is a treat to sound as reproduced in this house. It is also easy to look at pictorially, while intimating the production overhead in general couldn't have been particularly important. That it's different should be a favorable point, but that it can force itself into the important money class is doubtful. A crude and unnecessary two-minute prologue speech really adds confusion to the subject. It should be thrown out, as Negroes are apt to resent it and balconies are quite likely to razz it.

# THE DUMMY

(DIALOG)

Paramount all-talking production featuring Ruth Chatterton, John Coveney and Fred March. Directed by Robert Milton. Based on play by Horatio C. Haines. Screenplay by Haines and Haines. Music by Herman Maxfield. Cast: Ruth Chatterton, John Coveney, Fred March, Barney Cook, Fred Kohler, Harry Cook, Mickey Bennett, Sam Oswald, Wendell Dear, Poppy Hart, Jack Oakie, Sam Gleason, Fred Kelsey, Richard Tucker, Madeline, Eugene Pallette.

Fair program entertainment, including quite a few gags, but apt to leave audiences cold. No love story and Ruth Chatterton, number one in the billing, has what amounts to a bit. Frederic March is among the three names billed on the main title although he has even less to do than Miss Chatterton doesn't get a single closeup and remains a zero throughout.

Picture revolves around the character of a 12-year-old boy played by Barney Cook, entitled on merit to receive special mention among the credits. This same story was done by Paramount once before, in 1917, Jack Pickford had the lead at that time. With young Bennett now doing the dummy the inevitable changes in the script are probably the explanation for the absence of romance.

Herman Maxfield is responsible for the present adaptation and the dialog. Talk is good but treatment is lackluster at the same. The failure of the picture to get under the epidermis is in great measure due to the concentration on the vocal phase with the accompanying

neglect of good old fashioned picture technique. Robert Milton, stage director from legit, must shoulder the responsibility for the failure to establish characterization, the absence of closeups and certain other structural weaknesses. But the poor lighting and often indifferent photography, not to mention a couple of bad spots in the dialog should have been caught by Hector Turnbull, the supervisor.

Story is melodrama against a kidnapping motif. A detective plans a smart youngster in the midst of gang or crooks. Youngster escapes to the outside with rescue following.

Number of known players in cast but no particular box office strength, unless Miss Chatterton is better known at the present time than her brief film career would indicate. Cannot be exploited too strenuously as picture is unable to meet extravagant expectations. By fall this type of detective and crook hokum will seem as old fashioned as the Perils of Pauline.

# SONNY BOY

(DIALOG)

Warner Bros. production and release, starring Davey Lee, child player, with Al Jolson, in "The Singing Fool," directed by Edward Everett Horton, Guy Brotons, David Barry, Cliff Gray, Brotons, and Eddie Burns. Cast: Jolson, Guy Brotons, David Barry, Cliff Gray, Brotons, and Eddie Burns. Screenplay by J. A. Hart. Cast: Jolson, Guy Brotons, David Barry, Cliff Gray, Brotons, and Eddie Burns. Music by Louis Silvers. At the opening of the New Bedford Memorial theatre, Philadelphia, Feb. 21, running time, 70 mins.

A picture that is bound to elen up on the strength of a remarkable performance by the Lee baby, and in addition because of the prestige of Jolson and "The Singing Fool," and the sentimental background of the song hit, "Sonny Boy." Easy to forecast a box office sensation comparable to the experience of

Jackie Coogan's early features, following his leap to eminence with Chaplin. Picture itself is light and at times trivial and some of the dialog passages are dull, but the whole thing is already framed to lead up to a climax in which the youngster sings a verse and a chorus of "Sonny Boy," after which the returns are all in and there's nothing to it.

This climatic episode will make a great deal of it an inviting scene of \$5,000 at the premiere cooling with the fascinating kid and quite carried away. It will be the reaction everywhere. For the female audience it's perfect, and nothing could be sweeter on the box office side.

Inconsequential comedy story furnishes the framework upon which to construct the little chop. His father and mother, involved in a foolish family row, determine to part. Mother begs her sister to kidnap the child to prevent the father from taking him abroad. Complications pile up swiftly when the kidnapping sister (Aunt Winnie, charmingly played by Betty Bronson) takes refuge in the apartment of a lawyer representing the boy's father in the divorce case. Instead of leaving town as he intended the lawyer returns to the flat just as his parents arrive unexpectedly, and as a result Aunt Winnie has to pose as the lawyer's wife. Farcical entanglements build dizzily from this point. Davey has been left sleeping peacefully after a delightful scene of being tucked into bed by Aunt Winnie. Awakened and whisked into his clothes when Aunty decides on flight, a new whirlwind of complications ensues, him abandoned for the moment, and he determines to make an expedition of his own, attracted by the electric sign on a theatre visible from the bedroom

window announcing "The Singing Fool." The fire escape provides the escape, and there is more turmoil while everybody searches for the missing baby.

He ambles in presently by the fire escape window and boasting of his solo adventures, offers to sing the "Sonny Boy" song he has just heard. Picture is mostly dialog, but the runs according to no discernible pattern, shifting from spoken word to printed title at intervals.

(Continued on page 26)

West Coast Motion Picture Directory of Directors and Writers

Doris Anderson

Dialogue

Paramount-Famous-Lasky

TITLES BY MALCOLM STUART BOYLAN FOX (Tulsa Bishop)

Carlo De Angelo

Directing Movietone for

M-G-M

HARVEY H. GATES

WRITER

WARNER BROS.

"The Desert Song"

Horace Jackson

Writing for Pathé

Sonya Levien

Writing continuity on current Frank Borzage Production

FOX

Byron Morgan

Original Stories

Current Release, "Flying Fleet"

GEORGE SCARBOROUGH

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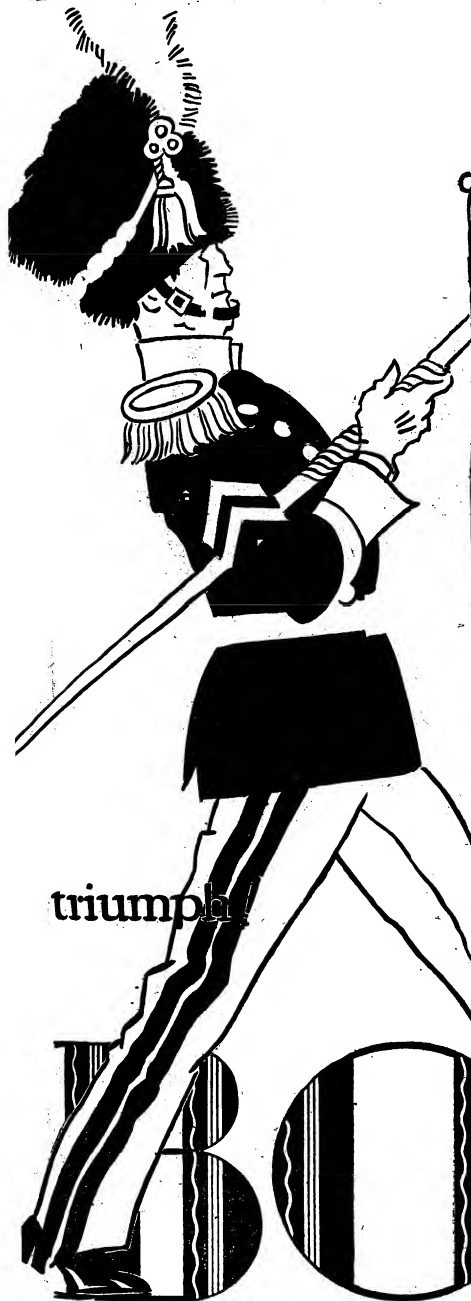
Synchronized  
Score by  
Joseph  
Cherniavsky

Carl Laemmle's talking *and* singing

**ZIEGFELD STARS SINGING ZIEGFELD HITS—**

Helen Morgan singing "Bill," and "Can't Help Loving That Man;" Jules Gladson singing "Old Man River;" Aunt Jemima and the Ziegfeld Plantation singers rendering "Hey, Feller," and "Come On, Feller;" Jerome Kern's music; Oscar Hammerstein, 2nd's, lyrics.





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*SHOW BOAT* topped all others in sales... as a Ziegfeld  
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# BOAT

**HARRY POLLARD PRODUCTION OF EDNA FERBER'S**

tremendous novel. With a brilliant Universal cast... in action and dialogue... headed by Laura La Plante, Joseph Schildkraut, Orla  
Harlow, Alma Rubens, Emily Fitzroy, Jane La Verne and hundreds of others. Directed, Silent and Movietone, by Harry Pollard.

## Inside Stuff—Pictures

A military school in upper New York State has gone sound. Innovation started with "Lilac Time" (FN) and is very apt to continue. School has developed a habit of showing the students a complete film program once a week in the gym. One ingenious cadet stood the completely silent screenings as long as he could and then succumbed to Colleen Moore's air picture. For the edification of the B.O.T.C. unit, the cadets collected three Victrolas, a choice selection of records, part of an old Ford motor, four willing helpers and a regular cue sheet.

When the picture hit the screen the corps got its score and sound effects, not always synchronized, but it wasn't because of lack of effort.

Film companies which figured that talkers made shopping in the legit field imperative are now making discoveries in their own ranks with almost every all-dialog film. Screen players considered washed up silently have taken on a new lease of contractual life with the aid of the mike. In many cases the voice is doubling and tripling their former earning capacity.

Especially in cases of Broadway showmen is the reaction startlingly important to featured and bit players who may be making their talker debut.

A case in the opening of "Broadway Melody," which caused Metro-Goldwyn-Mayer to sign under five-year contracts Charles King and Besse Love. Particularly for Miss Love was her voice a financial boon. Her top recently in free-lance work which she had resorted to was around \$500 and working weeks were uncertain. It was conceded that Miss Love had "way passed the peak of her success as a silent actress, but the reception her voice has received raised the ante to close to two grand weekly. Charlie King was reported to have gotten under \$1,000 weekly during the shooting of the Metro picture. Proving that he had a screen voice jumped his earning capacity to almost, thrice that.

"Canary Murder Case" and Guy Lombardo's orchestra at the Chicago simultaneously broke the house record, hitting above \$71,000. With

(Continued on page 49)

## VOODOO AND LANDLORD

(Continued from page 1)

asks and keep returning to him constantly to keep him placated.

### Cleaning 'Em

As often is the case, if the Voodoo has drained his victim of ready cash, he tells him to return once a week with a couple of dozen eggs; tells another victim to bring a couple of pounds of bacon each week, and so on.

For some time the police department has been fighting the Voodoos as they work much mischief to their superstitious customers. Most of the people who go to them are in trouble or in love. Under the influence of the black magic they can be taken for all they are worth.

Because of the Voodoos' claim to powers of every description, their victims are innumerable and varied. Occasionally the love potion of charm dust doesn't work and the victims become suspicious and sometimes report the Voodoo doctor to the police. That is not a frequent occurrence, as the victims are usually too scared to do anything.

Black Herman, the best known Voodoo man in Harlem, who had been arrested nine times was finally apprehended upon the complaint of a woman who had been given a "bum love potion," and is now safely

## Fox's Theatre Operation May Be Worked Out for More Compactness

William Fox may work out a theatre operation plan for more compactness, from present accounts. This may arrive through the acquisition by Fox of the Loew Circuit with its 130 theatres.

Heretofore the Fox people have

operated their theatres as separate units, with the Fox offices related satisfied with that mode. The addition of the Loew houses, some in cities with Fox theatres, and particularly in the metropolitan area, is reported the probable reason for any change. If William Fox should so decide.

Other than the Loew houses in Greater New York, once 58, there are between 15 and 20 Fox owned theatres (vaudeville and pictures) other than the independent houses expected in the Fox metropolitan group now forming. These alone, will reach 175 or more theatres.

At present Fox is operating his own houses in New York and other cities as a unit, with John Zanti as their operator; Harold Franklin is operator of Fox West Coast theatres; Joe Lee is in charge of the Fox Midwestern (Wisconsin), and Harold Stuart has the direction of the Fox-Poll circuit in New England.

Through the Loew purchase Fox

owns houses in New York and other cities as a unit, with John Zanti as their operator; Harold Franklin is operator of Fox West Coast theatres; Joe Lee is in charge of the Fox Midwestern (Wisconsin), and Harold Stuart has the direction of the Fox-Poll circuit in New England.

Through the Loew purchase Fox owns houses in New York and other cities as a unit, with John Zanti as their operator; Harold Franklin is operator of Fox West Coast theatres; Joe Lee is in charge of the Fox Midwestern (Wisconsin), and Harold Stuart has the direction of the Fox-Poll circuit in New England.

Prince Jovoda and Brother Timothy are other voodoo doctors well known in Harlem, recently arrested by policemen and sent up.

Another gag of the voodoos is called "The Confidence Mirror," a personal questionnaire something like the questionnaires that recently have become a parlor pastime downtown. The voodoos keep the questionnaire confidential.

The police department is rampant against the voodoo doctors and say that a good many white people are brought under their influence.

In Harlem the belief that one is "tricked" or "spelled" is a frequent occurrence. The case that occurred last week of a negro man murdering his wife because she had cast a spell upon him is typical, said one of the officials of the police department.

John Leder added "The Green Chorus" (M-G-M), all talker, Super Julian production, starting Feb. 27. Principal support of Al Jolson in his untitled W. B. picture include Davy Lee, Marton Nixon, Holmes Herbert and Kenneth Thompson. Lloyd Bacon directing.

Arnold Lacey, Joseph W. Girard and Gino Carado added to "The One Woman Idea" for Fox. Berthold Viertel to direct.

## Announcing

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## SONNY BOY

(Continued from page 21)

Talk is best in the comedy passages, as, for instance, the scene where Aunt Winnie flirts with a detective in order to escape with the baby. Where dialog is used to advance story progress it shows action.

Technical production is excellent as to settings and conversation is splendidly handled, particularly by Edward Everett Horton and Miss Bronson.

## SPIES

(GERMAN MADE)

Ufa production, released here through M.G.M., directed by Fritz Lang from story by Theo von Harbou with her own adaptation. At Ritz Street Playhouse week of March 2. Running time, 90 minutes.

Haighl.....Hudson Klein-Rogge  
Kitt.....Gerda Maurer  
Lena.....Lena Rayne  
Mortimer.....Lionel Barrymore  
Dante.....Willy Fickel  
Duke Thumelsh.....Lopo Felix  
Dr. Marenholtz.....Fritz Kay

Technically, "Spies" projects like "Perils of Pauline" or any other old mystery serial. The difference is "Spies" is whole at one sitting. No money has been spared on props. But "Spies" hasn't even the thread of the story "Perils" exhibited. It just unfolds like a feature made-up

of trailers on every meller shown in America.

It's a hopeless hodge-podge of unrelated complications. It will get by in houses where they don't know any better. In the big houses strictly a gamble.

Haighl, as the spy maestro is called, has everything with him until one of his females turns state's evidence for the boy friend. Then poison gas, train wrecks, shootings and poisonings all fall.

Before the end of a picture so crammed with bewildering action that even a few much needed subtitles are abandoned. Haighl gives many impressions. First he is like a city editor, so busy are stencils copying down reports from dictaphones planted in spy-victim rooms and rushing copy as for a deadline. Then he confuses as the cryptic, during which he relaxes for a while and goes in for close-ups.

But, after the fun is sold on the dope that old Haighl's legs are shot, a clown, singing and skipping around, pulls the opera angle and governments rejoice the villain is no more.

Shirley Mason starred in "Anne Against the World" for Truett Carr Productions. Duke Worne directing.

Dorothy Mathews and Kay Bryant added to "The Tree of Love," a movietone short, starring Pat Rooney family for Universal.

## GERALDINE

(DIALOG)

Pathé production and release. Produced by Paul Bern, directed by Motville Brown. From the story by Booth Tarkenton, adapted by Carey Wilson. Cast: George Donaghy and Peggy Price. Also includes Marion Nixon, Eddie Quinn, Albert Gran and Gaston Glass. At the Colony, March 2. Running time, 60 mins.

Nothing in this picture that hasn't been done to death. It's strictly a type and doesn't figure as a money-getting attraction.

Marion Nixon, the only name with any box office, and that spotty, and the title sufficient to keep plenty of people away. It's too soft or mushy.

Picture is with synchronized orchestra music all of the way and dialog only for the finishing reel or two.

From the production standpoint it is a nice piece of work, cleverly directed and well knit. Miss Nixon is kept looking always at her best, following the remodeling process.

A night club raid scene, incidental, and one of those intervals of brightness too infrequent to help the picture, has been well done. Another sequence, at the police court following the raid, with the smart, hard dames making snappy come backs to the police sergeant, very good too. Nothing startling could be done with the story this director was given.

"Geraldine" is a story of a goody-goody girl, owned by a wealthy

father, who can't have the man she loves because she hasn't seen appeal. The father hires a young man to teach her how to win over her devoted. The girl is deprived of spectacle, shown how to dress her hair, wear clothes and hood. Then, when she has her man going, she falls for her nice-looking instructor.

Mori.

## Lone Wolf's Daughter

(DIALOG)

Columbia production and release, starring Bert Lytell. Directed by A. R. Rogart. Released by Ritz Street Playhouse week of March 2. Running time, 70 minutes.

At the Ritz, New York, week of March 2. Running time, 70 minutes.

Old fashioned film fare with a talking opening but silent the rest of the way. Not a week run picture for the keys.

Educated crook stuff is passed on the screen as well as in life. In time and in Chicago the smart boys now direct their brains to the liquor racket. It's far more lucrative and modern.

"Lone Wolf's Daughter" seems to have caught the Ritz in a weak moment. Otherwise, no reason for a week stand on

Broadway. House is probably holding back for its anniversary splash. As the Lone Wolf again, Bert Lytell plays a familiar role. The dialog opening, crossfire between Lytell and the cross examining police inspector, does considerable harm to his vocal reputation. Lytell can talk. It's no secret. They're billing him at the Ritz this week as the star of "Brothers," a light meler now in New York. But you can't prove it by this picture. A case of poor recording. That the balance of the film is silent, after 10 minutes of talk is a relief.

Here the Wolf, now reformed, journeys to America to visit his adopted daughter. On this side he cleverly follows a jewel robbery, aids in the capture of a couple wanted by the Yard and the U.S. and is hooked by a nice girl. He's a plenty reformed Lone Wolf, and not so lonely at the finish if a climax fade-out still means marriage. Before embarking for the U.S. he has been picked up by the English police for questioning and possible detention. He talks himself out of the station house. This is the dialog sequence.

No one but Lytell means a thing, it's his picture, if he wants it. Big.

Oscar Shaw added "Marianna" (M-G-M), starring Marie Devine. George Forman added "The Green Ghost" (M-G-M).

To a long list of notable and distinguished characterizations in the silent drama . . .

# NOAH'S BEER

now adds the richness of a **GOLDEN VOICE**, and with his portrayal of "DIMITRI" and "KING NEPHEUM" in "NOAH'S ARK" and the all-talking role of "THE PRESIDENT" in "CAREERS," just completed with **BILLIE DOVE** for **FIRST NATIONAL**, takes rank as

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Directed by

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IN

"NOAH'S ARK"

# FRANK N. MURPHY

Electrical Engineer

WARNER BROS.

SPECIAL PHOTOGRAPHIC EFFECTS

"NOAH'S ARK"

BY

# FRED JACKMAN

# Hearts in Dixie

— wins the —  
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"THE MOST DELIGHTFUL ENTERTAINMENT IN ALL NEW YORK. In 'Hearts of Dixie,' which William Fox presented to an impressed and attentive audience last night, you will discover the biggest laughs and also the deepest most authentic heartbreaks now current in the Broadway cinema. I thought it a joy throughout. IT'S A GREAT SHOW." —N. Y. World

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"ENTERTAINMENT THAT KEEPS ONE'S EYES WIDE OPEN throughout every scene. Delightful movietone production. It is something that is restful, a talking and singing production that is gentle in its mood and truthful in its reflection of the black men of those days down yonder in the cornfields. Going to see it after hearing the spiked melodies of modern times is an hour of peace." —N. Y. Times

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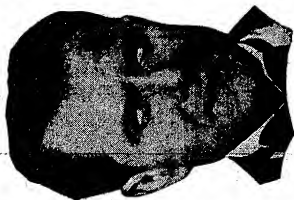
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**100% Singing—Dancing—Talking Feature,**  
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Columbia's Sensational

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Featuring the ALL-STAR 1934 Troupe  
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JOHN WALLACE

Screen Play Adapted from  
OWEN DAVIS  
Produced by Frank R. Capra  
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Directed by FRANK R. CAPRA, Director  
of "Submarine," the Year's Greatest Picture  
Starring the Sensational All-Talking Picture!

REMEMBER! This is a 1935 Dialogue  
Production—and the Picture Year Festival  
Attraction of 1935!



## \$12,000 Bill at Palace This Week; B. O. Record Last Week at \$32,057

Most expensive nine-act show (this week) at Keith's Palace, New York, in five years, also generally regarded as one of the best in this time, runs into approximately \$12,225 in salaries.

Current Palace acts, with reported salaries, in running order of the bill are: Bloomberg's Alaskans (dogs), \$400; Ann Greenway (with pianist), \$275; Davis and Darnell (3), \$500 Sunshine Sammy (3), \$600; Duncan Sisters (4), \$2,500; Rudy Vallee Band (8), \$1,500; Joe Laurie, Jr., \$1,000; Van and Schand, \$2,000; Six Rodets (acrobats, girls), \$450.

Duncan Sisters and the Vallee band are holdovers from the week before. Vallee, native name in New York, is considered a buy at \$1,500 and a draw act in the met section. Reported \$500 will be added to Vallee's current \$1,500, with the booking office starting it will be decided at the end of the week. Vallee is asking \$2800 for picture houses.

Proof of the pudding and comparative costliness of the week's show seems to be the box office. S. R. O., the first three performances of the week and the last stretching from the cage to the curb Monday afternoon.

### Records

In former days Monday matinees had been sparsely attended at the Palace, mostly by the mob.

Palace gross opening day (Sunday) broke the house record for any single day, including holidays, in the history of the house. Till registered \$12,225 at the matinee and \$4,815 Sunday night.

Last week's gross, for another exceptional show, considering the present general state of vaudeville, broke the Palace record for any week excepting weeks including holidays or extra shows.

The Palace's record normal week's intake, as established last week, is \$25,000. Average week's gross there, for a long time ran \$20,000 to \$25,000.

Salary list (acts) at the Palace in the past has rarely exceeded \$10,000, with \$5,000 to \$5,500 about the average.

### That "Blacklist"

Wm Morrissey is at the State, Jersey City, this week, his first date for Keith's in about eight years.

His continued absence from Keith's was always reported due to the presence of the Morrissey name among hundreds of others on Albee's and Keith's "blacklist." The "list," a thing of the past, with Keith's now booking any act it can lay its hands on.

Morrissey is playing the State in a two-act with Midge Miller and as m. c. for the rest of the bill. The booking is for the week only but with the house holding an option on Morrissey's services for a run as m. c.

## R-K-O PALACE, NEW YORK, This Week (Mar. 3)

### BLOMBERG'S ALASKANS

The First and Only Troupe of Performing Alaskan Dogs in the World

Direction—PAT CASEY

### Joe's Brother, Jimmy

Joe Plunkett, Keith's theatre operator, had but returned from his first western tour in a few days, when attending an executive meeting of Keith theatre men.

Joe, in his usual emphatic manner, started to tell what he had observed on the tour. Reaching the matter of acts and bills, he mentioned one turn, saying:

"Who's the agent that booked this \$500 act in our houses. It's terrible. Just throwing money away. Get that agent! Who's that gent?"

Someone around the table piped:

"He's your brother, Jimmy."

### NEWLYWEBS AS UNIT

Ruth Roland and Sam Bard on Same Keith Bill

Los Angeles, March 5.

Ruth Roland and Sam Bard, participants in Hollywood's latest marriage of film actors, have been booked for an R-K-O tour starting March 9, in Omaha. Miss Roland was to do a single singing act, with Bard acting as m. c. and doing a single.

Though appearing separately, couple are booked as a unit for the tour. Bard formerly did straight for Jack Pearl. Recently he has been appearing in Fox pictures. Miss Roland was for years a screen serial star, but retired to engage in real estate, in which she made herself around \$150,000.

### Nora Bayes' Effects Will Be Auctioned Mar. 11-12

Nora Bayes' personal effects, jewelry, stage costumes, etc., go underneath the auctioneer's gavel March 11-12 at a public sale at 24 West 18th street.

As provided for in the comedienne's will, the proceeds go toward a trust fund for her three adopted children.

### Murdoch Buys and Gives

Los Angeles, March 5.

J. J. Murdoch has become a Beverly Hills landowner, buying three pieces of improved property. One of the houses he gave to his sister, Mrs. Martha Sleeper, widow of W. B. Sleeper, formerly of the Keith offices in New York.

### Blossom Seely at Fox's

Blossom Seely and Benny Fields are set for some special weeks at Fox's at \$3,500 weekly, opening Monday either at the Academy or Sayre for week stands.

## Rabinoffs Make Up; Mrs. Benedict's Surprise

Chicago, March 5.

The Rabinoffs have called it off. After their respective lawyers had wrangled quite a while over a separate maintenance suit filed by Mrs. Anna Rita Rabinoff, former German opera star, against Sam Rabinoff, a lawyer with plenty of dough, the Rabinoffs lit out for Hot Springs with announcement from the wife's attorney that everything was squared. In her suit Mrs. Rabinoff had squawked that Sam kept her locked up in the apartment like a caged bird.

Not so easy for Mrs. Milton Benedict, wife of the "Advance" Traffic Service man, who recently returned from European vacation, and herself divorced. Mrs. Benedict has received permission to file a petition to set aside the decree, claiming her husband sent her and the five-year-old son across the pond, leaving her alone, to obtain a divorce on grounds of desertion.

Eather, Mr. Dobbs, of musical comedy, was granted a divorce from George Dobbs, actor, on grounds of cruelty. Two years ago, according to her testimony, George started beating her on the street and was called off by a copper. Later, she claims, he slapped her face while friends looked on. Charges of habitual drunkenness was also included. Eather didn't ask for alimony.

### TALKED FOR 937 HOURS

Russell Secret Lost Content But Got Theatre Date

Los Angeles, March 5.

Talking continuously for 937 hours, Russell Secret, m. c. and cartoonist, one of the entrants in the talking marathon held at Cindersella Ball Room.

After grinding for about 40 days he capitulated and lost the screen show out as the grand prize. He capped, second award, consisting of a percentage of the gate receipts amounting to about \$750. Secret tossed over some vaude acts for the Bert Levey office to stick in the contest which lasted longer than expected, but on the strength of the publicity he got from it, went into the Strand, Los Beach, March 5.

### Fay's \$8,000 This Week

Frank Fay's gross this week on a tripling engagement is \$8,000.

It figures as follows: \$5,000 on the Club Richman for himself and wife (Barbara Stanwyck); \$2,000 in vaude at Fox's Academy and Audubon, and two radio commercials at \$1,000 each. One of the latter is the Palmolive hour. Mrs. Fay does not appear with her husband in vaudeville or on the radio.

Lou Lewin is now making the Fay-Stanwyck combination exclusively for everything.

### Frank Vincent in N. Y.

Frank Vincent, former booking agent of the Orpheum Circuit and now a resident of Los Angeles, reached New York Monday. He may depart for the west coast the latter part of this week.

It is said that Vincent was called out by the Keith heads, to talk a proposal for Vincent to join the R-K-O executive staff. Nothing further was reported on that angle up to yesterday.

When leaving the Orpheum's booking office, after it had merged with Keith's (before Radio), Vincent became the western (Coast) representative of the chain.

## Agent Loses \$750 Commish Through Booking Bull With Act For Keith's

### Studio Annoyers

Some of the sound studio staffs (mostly the mechanical) in the east aren't making it any too easy for the acts sent over to make the shorts. Typical attitudes and an undertone of painting and running comment as the act reviews is simply further panicking the performers who are about ready to jump out of the building any way because of going up against cameras and mikes for the first time.

It may be what's the matter with some of the shorts which have been coming through lately.

### CRAZY MAN ON STAGE

Odd Experience for Al Mitchell—Used Good Judgment

Minneapolis, March 5.

Al Mitchell, master of ceremonies at the Minnetonka, showed the presence of mind during the stage show Thursday night when a demented man walked up on to the stage from the audience.

The demented one started an argument with Mitchell who was just about to lead an orchestra number. "See that light," he said in a wild tone, referring to the spotlight. Most of the audience apparently thought it a part of the show.

Mitchell remained calm and sought to pacify the intruder who had grabbed him by the arm. John Quinlan of the "Crinoline vs Jazz" Public unit show, came from the wings and helped Mitchell. "Man off. The whole thing was carried off without the large audience in the least alarmed. "Well, I must be seeing things," Mitchell confessed to the audience when it was all over. "I'll take the plunge after this."

### Saunders with Public

Earl Saunders has returned to the Public booking office in New York. He left it some months ago.

Saunders was with Keith's for a few months. He resigned upon George Godfrey's appointment as Keith's chief booking. Saunders then went into the agency business with Jerry Cargill, leaving last week when called in by Sam Katz to again book for Public.

Paul Fix, former stage actor, added to "Blue Siles" (Fox) starring Charles Farrell and Janet Gaynor. Frank Borzage directing.

Charles Delaney and James Finlayson added "Broadway Babes" (FN).

Herbert Hunston added "Last of Mrs. Cheney" (M-G-M).

A booking bill by the Weber agency will cost that office \$750 commission in the 15 weeks to be played for Keith's by the Coleman Family at \$1,000 weekly. The commission was ordered by the booking office when finally agreeing with the act.

Charlie Freeman had booked the Coleman for the Interstate Circuit at \$1,250 weekly. Shortly after the Weber agency got 15 weeks in the Keith houses for the turn, at \$1,000, tipsy Freeman hearing of the Keith price, he refused to okay the Interstate's \$1,250 tentative booking. When the act was informed of Freeman's decision, it refused to accept the Keith 15 weeks without the Freeman time.

It was at this juncture the matter got before the Keith office. It mollified the turn by having it accept \$1,000, without the agency's commission payable, at the same time advising the agency it would lose its commission on the 15 weeks.

### Felix and Connolly

#### Staging Fox For Films

Geymour Felix and Bobby Connolly have been engaged by Winnie Sheehan to stage musicals for talkers on the Fox lot in Hollywood.

Additionally Sheehan has Edward Royce at hand out there. Royce has staged the number in the forthcoming Fox talking release, "Fox Movie-tone Pictures."

Felix will leave for the west April 1, continuing now in Europe, will reach the coast May 1.

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Now Playing Lewin's State  
New York  
WITH N. T. G.

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IN AL BOASBERG'S

### "LAMB CHOPS"

American Rep. TOM FITZPATRICK  
European Rep. JENIE JACOBSON and HENRY SEILER

## R-K-O PALACE, NEW YORK, THIS WEEK (Mar. 3)

He Came! They Saw! He Conquered!

# SUNSHINE SAMPY

Star of "OUR GANG" Comedies

Direction—JACK CURTIS

With His Brothers, "Little Joe" and "Charlie"

Indep. Rep.—ABE F. HENBERG

## TWO 2-4-DAYS WEST OF CHI AFTER MAR. 31

Los Angeles, March 5. After nearly 20 years Jack Dodge and Harry Hayward are losing the Spruells, San Diego, with the house, going two-day Orpheum starting March 11. W. P. Meyer, owner of the Strand, Long Beach, and Roy Road, house managers have leased the Spruells for 10 years. Now policy will be eight R-K-O acts at \$150 top. After March 31, all shows will be shut out of San Diego other than for an occasional single night booking with vaude bill being off.

With the passing of the "Prisco Orpheum April 1, the original, two-day stand of the circuit, there will remain but two two-day houses west of Chicago. These are the Orpheum, Los Angeles, and the Spruells.

## F-T'S 16 "B" WEEKS

Los Angeles, March 5. Fanchon and Marco's "B" units are now set for total of 12 weeks in California. M. D. (Doc) Howe, booking manager in Hollywood, is the northwest to line up four additional weeks, making a total of 16 consecutive weeks on the Coast. Later, territory farther east will be included for these units.

## BERT NELSON Presents PRINCESS PAT

"Noted Lioness from Hollywood"

Seattle "Times": "The Princess opens the bill, but she is one of its outstanding features."

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**"SAY IT WHILE DANCING"**  
 WITH  
**WALLY COYLE**  
 AT THE PIANO, CHAS. EBERHARDT  
 TOURING B-R-O CIRCUIT  
 HILLSTREET, L. A. WEEK OF MARCH 10  
 DON'T LOOK FOR OUR TALKING PICTURE

## 3-CORNER OWNERSHIP

Henshaw Act Looks Set for Judicial Route

With the notice handed out to the members of the vaude unit by Bobby Henshaw and headed by Henshaw and "relatives" to close following a few weeks of independent vaude dates, an accounting for money paid the turn has been demanded by Barton and Kneeland, who, with Henshaw and Arthur J. Horwitz, vaude agent, formed a tri-corner ownership.

Sammy Barton and Jack Kneeland, who recently formed a new vaude producing combo, signed an agreement with Horwitz and Henshaw as third partners to stage and invade the monied and Kneeland, with an agreed salary to be paid Henshaw and his relatives, the partnership to last three years. It was stipulated that a weekly report be filed with each of the partners. The act was put together Jan. 22 with Kneeland directing it. All the people other than the Henshaws were supplied by the monied and Kneeland, which also placed them under personal control.

The act was scheduled Feb. 4 with a split between the Commodore and Lincoln Square, New York, followed by another split between the Republic, Brooklyn, and Waterbury, Conn. The third week was divided between Bridgeport and Danbury, fourth between the Denby and Frankford theatres, Philadelphia, with this week set for Soranville and Wilkes-Barre.

After getting a report the first week and Kneeland claim that nothing further was heard from the act. Efforts to obtain satisfaction from Horwitz resulted in their being told to keep out of the office. The Barton & Kneeland combo then enlisted legal aid.

## SCHULTZ MAY BE AGENT

John Schultz has resigned from Keith's production department. He may return as an enfranchised agent after a brief rest.

Schultz returned to New York two weeks ago after a health trip to Phoenix, Ariz., lasting a month. His continued illness is the result of being severely gassed during the war.

George Godfrey stated Schultz will be granted an agency franchise if he wishes one.

## ILLINOIS AGENCY BILL

Chicago, March 5. As an agent Gordon will have no restrictions agents' commission bills to restrict agents' commission has been introduced to the legislature in Springfield, despite the U. S. Supreme Court's ruling state legislatures are without authority to make such restrictions.

This one says that all theatrical employment agents or brokers be confined to three per cent, maximum commission.

## Grosses for Bookers

For the first time since Keith's has operated, the vaude bookers now receive reports of the grosses in all Keith houses. Sheets are distributed to the bookers, with a statement of the entire circuit for the previous week.

## Max Gordon Cancels Contract and Resigns

Max Gordon canceled the contract for service he has held with the Orpheum Circuit and reduced last week from Keith's. The contract, for five years, had another year to go.

Retiring with the permission of Hiram S. Brown, the latter granted Max an agency franchise. Before entering the Orpheum service Max Gordon was the selling end of Lewis & Gordon, producers and agents operating in the Keith office. This firm also had produced legit shows, a few with noted success. It surprised the Broadway section when it became known that Gordon had accepted a salary job four years ago. His Orpheum salary was reported at \$25,000 annually.

In the Orpheum Max Gordon was termed general manager. For some while he had charge of the Orpheum's bookings office. Upon the removal of Keith's and Orpheum, Gordon looked after the bookings of the western Orpheum. Later, when J. J. Murdock and Joe P. Kennedy secured control of Keith's, Gordon went into the circuit's production department, where he remained until leaving.

Dave Gordon has been a Keith agent for years, since granted a franchise to book, with Joe Wood, the latter a brother of Mae Wood, former head of Keith's fifth floor department. The Wood & Gordon agency dissolved when the start under the Murdock-Kennedy regime to ease out "Helman" or "Albee" men. This has continued with now "Murdock" men included.

Max Gordon was referred to as a "Helman" man.

As an agent Gordon will have no restrictions agents' commission bills to restrict agents' commission has been introduced to the legislature in Springfield, despite the U. S. Supreme Court's ruling state legislatures are without authority to make such restrictions.

This one says that all theatrical employment agents or brokers be confined to three per cent, maximum commission.

## PAT CASEY COMING BACK

Los Angeles, March 5. Pat Casey left here last night, alone, for New York. J. J. Murdock and Joe P. Kennedy, with whom Casey came to the coast, are remaining another week or so.

## Harry Carey Due March 11

Harry Carey, former western film star, returns in vaude to Keith's at the State, Jersey City, last half of March 11.

## Benny Davis On Repeat

Benny Davis, Grand of the Palace, New York, three months ago, are booked to repeat week of March 18.

## DODGING "FLOOR" RULE

Casey Agency's Three Daily Not to Be Ignored

A new angle to Keith's restriction and floor plan for agents has come to light, concerning the Pat Casey office.

Casey agency has always maintained a staff of from five to ten associates, all admitted to all Keith bookings and floor plan and each with his own list of acts. Under Keith's rules for agents, the Casey office is entitled to no more than three, including the one on the head; two restricted to book on the sixth floor and one on the fifth. To abide by the ruling the Casey office would have to decrease its staff. The difficulty arose when it was found no three were particularly better agents than the others.

To sidestep that arrangement and prevent unavoidable unfamiliar a more convenient plan has been submitted by the Casey agency and okayed by George Godfrey. The Casey plan retains the regular staff, with only the deadwood eliminated. With the Casey franchise entitling three agents to book on the floor at all times, a round robin schedule has been adopted for Casey agents. Three members of the office will be in the booking office daily. Whoever the three may be is not of consequence.

Godfrey stated the motive for the restriction was the number of agents on the floor was a move to relieve the congested floor traffic. As long as the number of Casey men on the floor at any one time does not surpass three, their identity will not be considered important by Keith's head bookers.

## SOPIE'S STORY FOR DOUGH

Los Angeles, March 5. Bert Ennis, titling the Ben Turpin, Foodles Hannaford and Pollard comedy series for the past year, is en route to New York. While there he will complete arrangements for the publication of Sophie Tucker's life story. It is to be published in one of the national magazines. Which one will be determined by the dough Sops gets.

Ennis is due back here about May 1.

## TWO PROD. DEPT. HEADS

With both Max Gordon and John Schultz leaving Keith's production department, that division will fall under the joint supervision of Rosalie Stewart and Macklin Mesley. Besides directing, Miss Stewart and Mesley will be active producers.

## Cognane for Keith's

Jackie Cognane assisted by his father, John, Sr., will open a vaude route for Keith at the Palace, Cleveland, March 10. Direct booking. Cognane's last stage engagements were in the picture houses (Public).

## JUST OFF THE PRESS-TODAY: SHALL WE SEND YOU ONE? THE OFFICIAL VAUDEVILLE GUIDE

Contains all the latest changes in vaudeville, such as new executives, bookers, agents, managers and etc., also "who's who" in the Radio-Keith-Orpheum booking office. Revised up to the minute of going to press, and we feel sure that the answer to your question will be found in this guide.

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## Collection Agency For Keith's Chicago Agents

Keith's western (Chicago) agents will have their own collection agency for protection on commissions. The western branch will run on the same basis as the Keith eastern agents but apart from the east.

Establishment of a Chicago bureau was mutually agreed to at a meeting between George Godfrey, booking head, and Ben Piazza, general western manager for Keith's.

At present there are about 15 franchised Keith agents in Chicago, all collecting commissions direct from acts.

## Coast Act Shortage

Los Angeles, March 5. Strand, Long Beach, booked through Asa's, has switched to full week policy playing six acts. House has been on a split week policy, using 10 acts weekly. Shortage of suitable acts, locally necessitated change.

## Public Route West

Chicago, March 5. Now switch in the Public Coast route is from Minneapolis to Los Angeles, then Frisco, Portland, Seattle and Denver. Formerly units jumped from L. A. to Seattle.

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Song!

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L. WOLFE GILBERT  
and  
ABEL BAER

*The  
Best  
Ballad  
Yet!*

**"WHAT A GIRL!-  
WHAT A NIGHT!"**

by JOE L. SANDERS

You  
Hear  
It  
Everywhere!  
**"GIVE  
YOUR  
LITTLE  
BABY  
LOTS OF  
LOVIN'"**

by  
DOLLY MORSE  
and  
JOE BURKE

*A  
Spanish  
Fox Trot  
Tango!*

**"QUERIDA"**

(SWEETHEART)

EDWARD G. SIMON JOSE VALDEZ

*That's  
It!  
(I'm In Love  
With Someone)*

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*by ADRI BAER, IAN CAMPBELL, GEORGE WHITING*

**"MY CASTLE IN SPAIN IS A SHACK IN THE LANE"**

*by IRVING CAESAR and CLIFF FRIEND*

*Looks A Positive Hit!*

**"GYPSY"**

*by L. WOLFE GILBERT, MATT MALNECK and FRANK SIGNORELLI*

*An Exotic Fox Trot Melody Ballad!*

**"ROSE OF MANDALAY"**

*by TED KOEHLER and FRANK MAGINE*

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THE IMMORTAL BALLAD

*You Can't Trip on this Catchy Fox Trot*

**NOTHING TO DO BUT THINK OF YOU**

Lyrics by JACK MESKILL and MONTY SIEGEL  
Music by FELIX BERNARD

*The Beautiful Waltz Ballad*

**"ASHES OF LOVE"**

By MONTY SIEGEL and CHAS. ROSOFF

*The Greatest of all "WHOOPEE" Songs*

**"I SAY 'WHOOPEE' SHE SAYS 'BOOM BOOM'"**

WE HAVE A WONDERFUL TIME

By JACK MESKILL and FELIX BERNARD

*A Great Ballad with Novelty Chorus*

**"WHEN I SANG TENOR IN THAT OLD QUARTETTE"**  
IN MY HOME TOWN

By JOHNNY TUCKER - JOE SCHUSTER and JOHN SIRAS

*The Overnight Sensational Fox Trot*

**"DANCE OF THE PAPER DOLLS"**

By TUCKER - SCHUSTER and SIRAS

**BLACK AND WHITE BALLAD SUPREME**

**"THE DAWN BROUGHT ME LOVE AND YOU"**

By LYNN MERRICK and RICHARD KOUNTZ

*That Pretty Little Hush-abye Song*

**"SLEEP BABY SLEEP"**

Delivered by JOHNNY TUCKER and JOE SCHUSTER

**M. Witmark & Sons** • 1650 BROADWAY  
NEW YORK  
CHICAGO • 54 W. RANDOLPH ST. PHILA. • 118 CHESTNUT ST. BOSTON • 181 TREMONT ST.

# The Witmark Theme Songs

**IM THIRSTY FOR KISSES and HUNGRY FOR LOVE**  
**REFRAIN (LONELY WITH ONLY JUST ME)**

Im thirst-y for kiss-es, I'm hung-ry for love, And  
 lone-ly with on-ly just me. My luck al-ways  
 miss-es, I miss love and kiss-es, The best things in life are not  
 free.— Old Mis-ter Moon has seen them pass me from his  
 place on high,— It's use-less if I try to use an  
 al-i-bi— I'm thirst-y for kiss-es, I'm  
 hung-ry for love,— And lone-ly, with on-ly just me.—

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 International Copyright Secured

## That Melodious Theme Song

Spiced with a Savory Lyric and Flavored  
 with An Irresistible Tune

Words by Lou Davis  
 Music by J. Fred Coots

Writers of  
 "Dain't the Raccoon"  
 "Love Tales of Alsace Lorraine"  
 "Moonlight Madness," etc.

FROM THE

**FIRST NATIONAL VITAPHONE**  
 Production

## "WHY BE GOOD"

Starring

**COLLEEN MOORE**

A Great Number for Any Act

**TWO FIRST NATIONAL VITAPHONE PICTURE  
 THEME SONGS**

## GIOVANNA

by  
**RICHARD KOUNTZ and  
 JOSEF PASTERNAK**

from "*Love and the Devil*"  
 Starring **MILTON SILLS**

## LADY DIVINE

by  
**RICHARD KOUNTZ and  
 NATHANIEL SHILKRET**

from "*The Divine Lady*"  
 Starring **CORINNE GRIFFITH**

## "I'VE NEVER SEEN A SMILE LIKE YOURS"

by Justin Johnson & Eddie Frazier  
**THEME SONG**

**UNITED ARTISTS PRODUCTION 'ALIBI'**

## 'MY HEART'S LONGING FOR YOU ELAINE'

by Joe Schuster and John Siras

**THEME SONG — GOTHAM PRODUCTION'S "TIMES SQUARE"**  
 Starring **ALICE DAY**

## 'SINGAPORE SAL'

by Chas. Weinberg, Al Koppell, Billy Stone

from **PATHE PRODUCTION 'SAL OF SINGAPORE'**  
 Starring **PHYLLIS HAVER**

**M. Witmark & Sons** • **1650 BROADWAY**  
**NEW YORK**

**CHICAGO** • 54 W. RANDOLPH ST. **PHILA.** • 1118 CHESTNUT ST. **BOSTON** • 151 TREMONT ST.





## MASTBAUM

(Wired)

"Sweethearts on Parade," Unit Philadelphia, Feb. 27. Opening of this memorial to the late J. Edgar E. Mastbaum, the day after he proclaimed himself the mayor and the city being distinguished out in flags and banners to the community. The show is a parade of civil and military dignitaries, and an invitation picture that evening, the house being given over to the celebration following day.

New house, said to represent the best of the new and old of entertainment. It outdoes everything in the city, and is a capacity, holding 4,700 seats. In its design and decorative scheme it seems to follow the New York Paramount idea, although ornamentation is more restrained. Location is at Market and 20th streets, diagonally opposite the same company's Stanley.

Entertainment type tends toward the Roxy style, the emphasis being on spectacle and novelty. Unit Herein it is distinguished from the Stanley show by specialty material. Fox there is in the same general vicinity and is built on the same lines, showing three blocks away at Market and 14th. The Stanley is a short distance.

Idea is to exploit the new house as a trio institution, to show place, and the public exercises that seem to inaugurate the new show. Opening start toward that, status. Local papers printed special Mastbaum editions of the show, and the premiere and the event was broadcast. The whole campaign was carried on in a dignified way, with the central theme of tribute to the late Mastbaum, to the city which it itself has always done so well.

There are some interesting inside details of this Warner-Stanley production. The show is being run on the theatre administration method. The show is being run on the theatre administration method. The show is being run on the theatre administration method.

Stouras at that time among the things sprung the Philadelphia opening budget. In the second week, \$12,000 a week. Another move was made to the new house, and the opening day was a time to let next summer and move it nearly as much ahead. The show is being run on the theatre administration method.

The group was brought to full size only two days before the opening, and when they went on for the premiere had not had a dress rehearsal. All are new to the dance scene. When it is recorded that their first night at the dance assemblies as well as one elaborate toe dance routine, the show was a real triumph for George Littlefield, who functions in this department under the management of Bob Adams, general director.

Of a part with the whole long production, the screen feature, "Sonny Boy," starring Dave Brown, was screened, and the show before the home office had made up a dress ahead for the trade.

Among the witnesses, the show expressed himself as satisfied. The show is being run on the theatre administration method. The show is being run on the theatre administration method.

Inaugural performance opened with a tableau, "The Man of the Year," by the troupe of the late Mastbaum. The show is being run on the theatre administration method. The show is being run on the theatre administration method.

Mayor Harry A. Mackey of Philadelphia and H. M. Warner occupied the first half an hour of the theatre opening. Stuart Barry, guest organist, demonstrated the new organ, having a special organ said to be the largest in Philadelphia. The show is being run on the theatre administration method.

A special Vitaphone trailer was used with Al Jolson acting as the star of ceremonies and introducing a group of famous stars with brief introductions. The show is being run on the theatre administration method. The show is being run on the theatre administration method.

Specialties by Gordon and King, the famous comedy dancers. The show is being run on the theatre administration method. The show is being run on the theatre administration method.

Harding (Wired). Chicago, Feb. 28. In a neighborhood of 1,000 people, the show is being run on the theatre administration method. The show is being run on the theatre administration method.

The show started with an oral recitation of the life of the late Mastbaum. The show is being run on the theatre administration method. The show is being run on the theatre administration method.

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## PARAMOUNT

(Wired)

"Bubbling Over," Unit New York, March 2. Charley Nagesmeyer, who has been helpful co-ordinator of whoever books the Public acts, has been the first to give the show a place of giving it life. The show is being run on the theatre administration method.

Boy Senter is the feature of the show. The show is being run on the theatre administration method. The show is being run on the theatre administration method.

Standard also in the picture house in the house. The show is being run on the theatre administration method. The show is being run on the theatre administration method.

Gandy-Hill, who is particularly interesting in the role of the show. The show is being run on the theatre administration method. The show is being run on the theatre administration method.

There is a compliment to himself that Dave Robinson may realize was the first of the show. The show is being run on the theatre administration method. The show is being run on the theatre administration method.

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picture house presentation, and here they merely flash it on and off. The show is being run on the theatre administration method. The show is being run on the theatre administration method.

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## ORIENTAL

(Wired)

Chicago, March 2. At the first showing this night, the show is being run on the theatre administration method. The show is being run on the theatre administration method.

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## FOX

(Wired)

Plenty of crowd here for the manner in which Johnny Marvin, the show is being run on the theatre administration method. The show is being run on the theatre administration method.

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## COLONY

(Wired)

Week after week the same used to be the show. The show is being run on the theatre administration method. The show is being run on the theatre administration method.

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## CAPITOL

(Wired)

Routine presentation made effective by plentiful comedy backings. The show is being run on the theatre administration method. The show is being run on the theatre administration method.

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**MEXICO'S MOTORCYCLE COS**  
**BACKS (8)**





















"Mima" (Belasco), "Fioretta" (Cassini), "Blackbirds" (Eltzing), "Age of Innocence" (Empire), "Kingdom of God" (Elder), "The more," "Anima" (Cassini), "The Three Cheers" (46th St.), "Interlude" (Golden), "Capriccio" (Gould), "The Perfect Alibi" (Harkins), "The New Moon" (Imperial), "Let Us Be Gay" (Little), "The Prince" (Lyceum), "Bound" (Majestic), "Serena" (Blind), "Lala" (Majestic), "Whopie" (Amsterdam), "Street Scene" (Plymouth), "Holiday" (Plymouth), "blitzer" (Royale), "The Red Room" (Shubert), "Lady Fingers" (Vivian)











# MILLS MUSIC

Inc.

## ANNOUNCES A RECORD BREAKING YEAR

WE PUBLISH the scores of three outstanding musical successes, now running simultaneously on Broadway  
Written and Composed by

### DOROTHY FIELDS and JIMMY McHUGH

We are also proud to announce that we are the sole publishers of all numbers written by these two phenomenal writers whose songs have swept the entire country.

FLORENZ ZIEGFELD Presents

## "ZIEGFELD FROLIC"

ATOP NEW AMSTERDAM THEATRE, NEW YORK

WITH PAUL WHITEMAN AND HIS ORCHESTRA

Lyrics by DOROTHY FIELDS Music by JIMMY McHUGH  
"LOOKING FOR LOVE" "RAISIN' THE ROOF" "SQUEAKY SHOES"

## Low Leslie's "BLACKBIRDS"

ELTINGE THEATRE, NEW YORK

WITH BLACKBIRD ORCHESTRA

GARRICK THEATRE, PHILADELPHIA

SOON TO APPEAR IN LONDON AND PARIS

Lyrics by DOROTHY FIELDS Music by JIMMY McHUGH  
"I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY"  
"DOIN' THE NEW LOWDOWN" "DIGA DIGA DO"  
"BANDANA BABIES" "BABY" "I MUST HAVE THAT MAN"

(MUSIC PUBLISHED IN ASSOCIATION WITH HARMS, INC.)

## LEW FIELDS in "HELLO DADDY"

GEORGE M. COHAN THEATRE, NEW YORK

WITH BEN POLLACK AND HIS ORCHESTRA

Lyrics by DOROTHY FIELDS Music by JIMMY McHUGH  
"LET'S SIT AND TALK ABOUT YOU"  
"FUTURISTIC RHYTHM"

"OUT WHERE THE BLUES BEGIN"  
"YOUR DISPOSITION IS MINE"

"I WANT PLENTY OF YOU"  
"AS LONG AS WE'RE IN LOVE"

WE ALSO PUBLISH THE SONGS OF NEW YORK'S SENSATIONAL

## "COTTON CLUB REVUE"

WITH DUKE ELLINGTON AND HIS ORCHESTRA

Lyrics by DOROTHY FIELDS Music by JIMMY McHUGH  
"JAPANESE DREAM" "HARLEMANIA" "HOT CHOCOLATE"

**MILLS MUSIC, Inc.,** MILLS BLDG. **New York, N. Y.**  
148 W. 46th St.

JACK MILLS, President

IRVING MILLS, Vice-President

# MILLS MUSIC

Inc.

WE HAVE SECURED THE AMERICAN RIGHTS FROM LAWRENCE WRIGHT MUSIC CO., ENGLAND, OF

## "MISTAKES"

### More MILLS HITS!

The New Happy-Go-Lucky Tune

### "I FOUND MY HAPPINESS NOW"

A Corking Novelty Song

### "TOO MUCH LOVIN'"

By the Writer of "Girl of My Dreams"

### "REMEMBER I LOVE YOU"

The Tuneful Foxtrot Hit

### "YOU'RE JUST A LITTLE BIT OF EVERYTHING I LOVE"

Growing Bigger and Bigger

### "SENTIMENTAL BABY"

Successor to "Stay Out of the South"

### "SHOUT HALLELUJAH, 'CAUSE I'M HOME"

A Beautiful Waltz Ballad by the Writers of

### "AMONG MY SOUVENIRS"

We predict this number will be the outstanding ballad sensation of the year  
Powerful recitation now ready

**MISTAKES**  
(ARTIST COPY)

Words by  
EDGAR LESLIE  
Music by  
HORATIO NICHOLLS  
Writers of  
"Among My Souvenirs"  
and "My Inspiration Is You"

Tempo di Valse lento

I told you lies, I was an - swer - ing. You let me  
The' my neg - lect cost your res - pact. Must I in  
know, I let you go? Why not be friends? I'll make a  
vain seek it a - gain? We've passed the worst, Were things re -  
made versed  
If you will just for - give me  
I'll be the first to help you.  
CHORUS  
We make mis - takes when we wor - ry. All o - ver - nothing at  
all, We make mis - takes that bring heart - aches, And the tear  
drops fall like rain - drops; We make mis - takes and feel sor - ry  
When we've made some - one blue. But I made the great - est mis - take of  
all When I said "Good bye" to you. You.

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A marvelous comedy song with a brand-new twist. The funniest song that  
has come our way in years. Great for encores. Lots of extra choruses

## THE MONTE CARLO SONG

(I'm the Man That Married the Girl That Broke up the Home of the Girl That Broke the Man That Broke the Bank at Monte Carlo)

By CHICK ENDOR and HARRY STEINBERG

**MILLS MUSIC, Inc.,**

MILLS BLDG.  
148 W. 46th St.

**New York, N. Y.**

JACK MILLS, President

IRVING MILLS, Vice-President



# Warner-Witmark's Extensive List Of Branch Offices in Film Exchanges

The expansion plans for W. Witmark & Sons, veteran music publishing firm which has been absorbed by Warner Brothers (picture), to establish 38 branch offices in as many film exchanges of W. B. will give that firm the greatest plugging and exploitation system in the world. The idea can be carried around the globe, with rent-free headquarters in each of the Warner exchanges, if so desired.

The alliance between the picture interests and the music publishers with almost all of the major film firms thus fortified for music publishing outlets, will probably add to the Warner-Witmark system of networking.

Edwin Morris, son of Sam Morris, vice-president of Warner Brothers, and Lewis Warner, son of Harry M. Warner, are the youthful assistants to Isadora, Julius P. and Ray Witmark, the sons of the founder of W. M. Witmark & Sons. Mr. Morris will make a tour of the branch offices on an installation trip.

The intensive co-ordination between song publishing and film distributing departments in order to have its maximum results for popularization purposes.

The minimizing of overhead or equipment costs through the exchange making room for the publishing branches in their headquarters obviously works out for best economic results.

Warner-Witmark has a flock of these songs in the works with a crew of writers comprising the following turning out the ditties: Al Dubin, Joe Burke, Herman Ruby, George W. Meyer, A. Bryan, Grant Clarke, Louis Silver, Al Jolson and Ray Perkins on the coast; Sigmond Romberg, Joe Shuster, Johnny Mercer, Felix Bernard, Richard Kountz and Johnny Tucker in New York.

## 10,000,000 Sets, Half World Total, in U. S.

Washington, March 5. A radio survey made by the Department of Commerce disclosed that nearly half of the world total of receiving sets is located in the U. S., with Russia and Finland possessing the two most powerful broadcasting stations.

There are over 20 million sets in operation daily, half of them credited to the U. S., or 10 million here. Great Britain and Germany have approximately 3,500,000 each; France has 1,350,000.

Outside of the U. S. owners of receiving sets, in practically every country, pay a license fee to listen in. American, British and German manufacturers control the output of sets. American sales for 1928 was over \$12,000,000, a new high record. For the past seven years the foreign market has amounted to \$6,000,000 for the American makers.

## Radio Rambles

Charles Johnson and his Victor recording orchestra are now on the air via WJCA from Small's Frazzetta's in the Exchange. The orchestra is plugging the no-cover system as a con game, but isn't getting the lowdown and dirty with his blues as expected from a radio orchestra. The word of the real comedian, just like Duke Ellington, is that the orchestra is playing the most terrible rhymes from the Cotton Club.

They're calling it now Evelyn Nesbitt's Opera Club. Looks like they're doing it. The orchestra is on line. NTG introduced on WJCA, one of the few times Grammy Rogers and her orchestra were introduced. Bob Colburn for the take-off of that tenor's "Heart of Mine" ballad.

Ray Nichols keeps the Palais Royal, in Newark, on the map with his bright dance music from the chandeliers via WOR. It's rarely the major league act that goes to Jersey for institutional dance program. Look-up, what with the Broadway and Brooklyn crack bands in the large chop suey joints available.

However, Nichols' type of music explains much.

Brokenshire Qualified. Norman Brokenshire, back on the air with WABC, is a welcome voice among such other tenors as Brokenshire is a wiz with milk, with a nice, polite and polished address but not too broad A. or Harvardian and not so much of a Harvardian and not so much of a Harvardian and not so much of a Harvardian.

What's the question? The answer is for a good radio audience, Brokenshire is a welcome voice among such other tenors as Brokenshire is a wiz with milk, with a nice, polite and polished address but not too broad A. or Harvardian and not so much of a Harvardian and not so much of a Harvardian.

The best balanced program yet which Paul Whiteman had on the Old Gold hour via WABC was closed last week. It was closed for general appeal.

Two Crack Hours. WJZ has two crack popular hours following each other Tuesday night. The Williams Syncretism headed by Jimmie F. Heath and Jack Parnell (appropriate name for the tenor) subsidized by a new electrical recording company are succeeded by the Freshman Orchestra under the baton of Charles Freshman Co. sponsors the latest in musical comedy on the air, on behalf of the Freshman and Fred-Elmiano radio receiving sets. Hugo Martini conducts and Mildred Hunt is the featured contralto. The orchestra does music and novelty vocalizing of great charm.

## "WHOOPEE" PUBLICITY?

Ziegfeld Starts Suit, Telling of \$225,000 Cost of Show

Supposed as a press stunt, and publicity, that the suit to be on the level by Joe Brokenshire's office, legal representatives of Flo Ziegfeld, on behalf of an injunction suit was filed against Ben Bernie and Donaldson, Douglas & Gumble over the doing of a "Whoopee" in Florida because of Bernie's alleged copyright infringement through having "Whoopee" numbers in their stage act for Keith's and to have them in the U. S. There is no restriction, of course, against their instrumental rendition for dance purposes on hotel and cafe floors. Ziegfeld's petition for an injunction in the U. S. District Court, Bernie by this time has voluntarily resigned.

The music publishers, Donaldson, Douglas & Gumble, as copyright owners of the "Whoopee" compositions, last week notified the profession through an advertisement in Variety, to advise the legal representatives of the "Whoopee" show tunes. Walter Donaldson composed the songs to Charles's lyrics.

In the suit Ziegfeld elaborately goes into the production cost of his act, quoting \$325,000 as the investment.

Should get the publicity aimed for.

## INAUGURAL AIR HOOKUP MOST ELABORATE YET

Washington, March 5. Inauguration brought about an old-time week for a bunch of radio announcers. That here gained national reputations since their break-in days here in the Capital.

Norman Brokenshire is the veteran of them all from this angle. Ted Husing, Harry H. C. Daniel and then Bill Lynch. First two are here with Columbia, latter with NBC.

Four years ago Brokenshire announced the Coolidge inauguration over the old B. C. station. At that time he was bucking Graham McNamee, doing the job for N. B. C. while "Brooks" did the Columbia.

Elaborate preparations were made by both chains on the biggest scale. Columbia had 49 stations, N. B. C. 68. In addition to the Washington vets mentioned Columbia had Ralph Wenzel, who was switched from N. B. C. Bradford Browne, William Hedges, Martin Codel, local newspaper writer, and the two former radio commentators, Henry Holloway and Sam Pickens.

Husing was on the White House to talk about Coolidge's leaving, and then later on the reviewing stand with River. Brokenshire at the Capitol steps to describe the Hoover inaugural; Wentworth at the Treasury; Browne at Peace Monument, Fildard and Codel in the airplane and Holloway at headquarters at WMAL. N. B. C. had McNamee counter-acting Husing; Milton Cross counter-acting Brokenshire, Daniel opposite Husing, Lynch with Browne, and the Peace Monument, and Dupont in the airplane.

## Defining Jazz

Minneapolis, March 5. "Unbuttoned music" is one of the definitions for jazz turned in to WCCO, local radio station, in prize cash contest for the best definition.

Among other definitions received are, "the true expression of civilization," "the latest thing in the tire of life," "youth set to music," "the symphonic rickety of the music industry" and "the music used by the Imps of hades in their membership drive among mortals."

## 100 Theme Songs Now Out

There were exactly 100 theme songs of any importance indexed in the Jobbers' lists up until 11:45 yesterday morning; no telling how many more in the way of nothing sensational selling. "Sonny Boy" is easing down, and Fela's "My Mother's Eyes," theme of "Lucky Boy," is coming along in great style.

"Precious Little Thing," mated with "a fair program-dickie," again proves what a good song can do, stopping out on its own regardless of the picture association. The picture "Dancing Daughters" which carried a mediocre song to big sales, but the reverse is more often obtained; the good song will step out despite untold handicaps.

# Non-Union Musicians Work Cheaply; Booked by Indies—Cut-Rate Commish

## Chi Union Demands Musician in Studios

Chicago, March 5. All Chicago radio stations employing canned music machines in their studios must employ a union musician to operate them.

This order, taking effect March 1, was issued by J. James C. Petrillo, president of the Chicago Federation of Musicians.

## 3 Santleys in New Firm

The bouncing Santleys (3), not a dumb act, are going into the music publishing business on their own. The combination is regarded as a natural, comprising Ben-Joe Santley, veteran professional musician who has resigned from Berlin; Harry Santley, songwriter, resigned from Remick's; and Lester Santley, president and organ exploitation man for Fela's, who resigned from that firm.

The professional-writing-plugging combo sounds good on paper to the music boys. Lester Santley was quite an ex-cuse with Fela's and Henry had a number of hits with that firm until latterly joining Remick's as a writer and plunger.

Joe Santley was professional head at Berlin's until George Joy left for Boston.

The Santleys start as the Santley Music Pub. Co., Inc., around March 10.

Charles Warren, with Remick's, returns to that firm as professional manager, succeeding Henry Santley. Warren left Remick to be promoter for Donaldson-Douglas-Gumble. Ted Husing, Harry H. C. Daniel, is exclusively signed to Remick's as staff writer.

Leo Woods, club and roadhouse entrepreneur, is understood to be booking the Santleys. Gieger has been a long time interested, although part of his office suit, in which Vincent Lopez's orchestra has been located, will be absorbed by the Santleys' new headquarters in the Hilton Bldg. They will occupy the entire first floor, corner of Broadway and 45th street, directly across the floor from Donaldson, Douglas & Gumble, with as much space as the D-D-G-combo.

Leo Woods, song writer and exploiter, has succeeded Santley at Fela's, in charge of organ and orchestra presentations.

## \$1,200 Per Disk Sure

Chicago, March 5. Guy Lombardo and his Royal Canadians have a new three-year contract with Columbia at big return for an orchestra, catching on so recently.

Boys are to get 2c per record royalty plus a \$1,200 guarantee for each disc.

## TIME ADJUSTMENT IN N. Y.

Municipal station WNYC and WMCA, indie commercial broadcasting, have adjusted their differences on a time schedule for interference. WMCA had gone to court against the station, alleging that it was infringing on the other's allocated time.

The two worked out their own hours.

## WARNINGS IN DETROIT

Warning's Pennsylvania, with their "Hello Yourself" musical comedy, close at Coban's Grand, Chicago.

They shift into the Cas, Detroit, March 18 for an indie stay.

Booking musicians for one night engagements is one of the things that a number of New York agents are finding profitable but on a very low scale. Much of this placing has been done with non-union musicians anxious to grab any kind of work. They pay as low as 25c to an agent for a booking.

One agent got a week's job for a musician at \$40 and he took out that there was a week's date for another agent got a week's engagement for another band boy and held \$6 as his fee.

One indie band manager went to an agent when sent for and was told that there was a week's date for the 11 men at \$28 each. It was turned down but shows to what extent some of the agents have gone in landing quick musical dates.

Union men are reported as having a hard time in securing consecutive work and none dare attempt trying an indie pickup for much money offered, feeling charges or dismissal from the union.

No matter what the agents offer in the way of commission, their clients are besieged daily by indie musicians willing to take whatever is to be thrown their way, with no protests against commission charged.

## Fela's English Song

Fela's has taken over "Nobody's Fault But Your Own" from Francis, Day & Hunter. The number is a current British favorite.

What struck Fela's most was that Alan Murray and Ray Noble, the authors, have grasped the American style, melody, rhythms and lyric construction, so much so that this is regarded as typical of the American pop song idiom.

## Star's Pictures on Discs

Los Angeles, March 5. Something new in the way of a novelty for picture fans has made its appearance in Hollywood in the form of a 16-inch disc record.

It is made of transparent celluloid with a portrait of a picture star on both sides and a sound track carrying the star's voice that can be played on any phonograph.

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INCORPORATED

GROTON, CONN.

## TED HENKEL

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## Disc Reviews

By Abel

Some corking Brunswick releases these days. William O'Neal, the star of "New Moon," has a couple of pipes from the show, his own song features, "Bobby as in the Morning Shines," and "I'm a Hearted Men."

Art Burdette and his Los Angeles Billmore orchestra has the four "Broadway Melody" songs they backed on two discs, "Love Boat," the walk, mated with "Wedding of the Painted Doll," "The Love Boat," and "You were Meant for Me," which is coupled with "Broadway Melody," on Nos. 4231-2.

Also from "New Moon," the probably notorious Brown score, are "One Kiss," the charming waltz with Hal Kemp and his Ford Manger orchestra does wonders with, Smith Bailey sang the chorus, the back of this disc is No. 4216, Louis Katzman's can be Brunswick house orchestra, "Brother, I Love Come Back to Me" from the same show. It's a peach.

Katzman, who is one of our expert arrangers, outdid himself with a couple of colorful instrumental. True, he had great excuse for fancy orchestral devices in "Dardanella" on Nos. 4215 and "The Love Boat," and it did a decade ago and will probably do a come-back along with some of the other old-time favorites which are being revived.

On No. 4106, A. King in "Coffee Dine" is a novelty by Frank Shaw (two sides) with Les Pos and Edward Stevens and his piano accompaniment, in addition to anonymous assistants. It's a novelty record although a bit too fly, considering some of the quips such as "I would-sure like to see you in the Svalbard," by "A. Belch" and that business by Shaw as he directed, "Madam, I've been down to the left," explaining it away that she wanted the phone booth.

Don't miss Zelma O'Neal's "Broadway Thru" hit, "I want to Be Bad," and "Butter Up Your O'Neal" with the instrumental assistance of the Goodman Trio and "Broadway Thru" Orchestra, co-featured with the comedian.

Katzman shines again with two themes out of "My Man," one of course, the classic "Tom Hodge" and the other, "I'd Rather Be Blue Over You," both played as vocal and great instrumental by Dick Robertson and (Mim) Vaughn de Leath handling the vocal.

The Vocalion "I'm a Firework," by the Original Memphis Five and "Brother, I Love Come Back to Me," by Les Pos and his Peps, are plenty hot. Pettis and Al Goering wrote the Broadway Shindig. Pettis also has his own recording unit as has O'Neal. Twenty Pettis was a Victor recorder.

**Victor**

Waring's Pennsylvanians and Neil Shilkret and the Victor orchestra split honors on making the "Follow the Leader" hit, "The Follow the Leader," "Butter Up Your O'Neal" and "My Lucky Guy." Both are arguments, a whole of a fox trot couple, and Shilkret does well with "You Wouldn't Fool Me, Would You?" and "I Want to Be Bad."

Gene Austin has a hot couple in "Weary River" from the Barthelemy feature, "The Song I Love," while another theme song exponent, Morton Downey, with the Big Syncopation hits, clicks on No. 21850. The titles are "I'll Always Be in Love with You" and "My Inspiration Is Love."

A new Victor artist is two-gun Warden Hark, and his orchestra of yesterday's westerns, whose recordings "Lonesome" and "Glad to Be Here" are atmospheric in keeping with the Bill Hart territorial associations.

Morton Downey's "Little Irish Rose" and "Roses of the Andes," and "Zamek's song themes from "The Irish Rose" which the tenor sells in great style. James Crawford's organ transcriptions of "Dream in My Office" and "Heaven in the Moon" are guaranteed to please universally; this will be a big seller in short order.

Johnny Marvin has turned out a single couplet to No. 21851, "All by Yourself in the Moonlight" and "Sweetheart of All My Dreams." The dance catalog features Shilkret and the Troubadours, "Gone," the charming melody for the road from the midwest, with "Carolina Moon," the relaxing favorite. Shilkret again with the Troubadours on the reverse have "The Kiss of the Night" and "Morning Sunrise," a waltz and foxing couplet from "When the Moon Shines," No. 21776, while No. 21778 is also devoted to West Moon. This disc is backed by the Victor and the orchestra, doing "Lover, Come Back to Me" and "I'm a Hearted Men."

Gene Olsen has a peach melody fox trot couplet, "When the World

## Lent As Alibi

Lent has knocked music to nothing. His record of good songs on the market but only the big hits selling, in itself a not unusual condition.

Rest of the catalog went to have been unduly short. Lent only can be blamed.

## \$115 For Union Man To Rank Victrola

Chicago, March 5. New ruling by James C. Petrillo of the American Federation of Musicians that any station broadcasting canned music must employ an extra union musician to operate the machines, was observed last week by 14 stations that decided to continue using records.

Costs 60 per cent of the stations in Chicago. Cost to the station for the extra man ranges from \$90 to \$115.

## M. C.-Union Jam Settled

Pittsburgh, March 5. Musicians' local tried to stop Dick Petrillo from going to the Enright, Pittsburgh, W. B. de Luxe house in East Liberty, on Saturday. They got into a jam with the union, contrary to union rules, and were denied the charge, the musician who said he was approached and everything was dropped. Petrillo came here from Indianapolis and was in town over a month getting together a stage band prior to opening.

## LOPEZ NOT IN PHILLY

Vincent Lopez returns to the Hotel St. Regis, New York, this week, after a two week stay at the Pantages bookings in Toronto and Rochester. The Pan figure was \$5,000. Lopez's New dates are set, although RKO is formulating a doubling engagement for Lopez in conjunction with the St. Regis.

Max Silver, for Fox, states that Lopez is not set to open at the Fox Philadelphia house on March 11 at \$5,000, nor has Fox negotiated with the Lopez orchestra. Fox's, unlike the vaudeville circuit, which is going in strong for band names once again, is surprised with stage orchestras.

## DURANTE'S DANCING DANCES

Jimmie Durante is calling his new revue the Dancing Dances instead of the Roubais and alternative Durante's Dancing Dollies. Al Siegel of Sammy Lewis' night staged the new revue which premieres tomorrow (Thursday) night. Joe Meyer and Edward Eliscu, songwriters of "Lady Finger," did the special music and lyrics.

## GEO. WHITING PUBLISHING

George Whiting is music publishing independently, having incorporated himself for that purpose. Edwin J. Weber, musical arranger, is allied with Whiting. First publication is "That's My Idea of Heaven."

## Aaronson in Hollywood

Irrving Aaronson and his Commanders are going to the Hotel Roosevelt on Hollywood Blvd. on April 7 for a special engagement. This will make possible George Olsen's return to the Club Richman to succeed Aaronson.

## Young M. Gino

Austin (Gino) Young, no longer with Paul Whiteman's orchestra, is to do an M. G. in a Stanley house. Whiteman has brought his Rhythm Boys (Crosby, Rinker, Harris) into the club circuit.

Called at Rest" and "In a Little Town Called Moon, Sweet Home," and "The Kiss of the Night," as in the Morning Sunrise," a waltz and foxing couplet from "When the Moon Shines," No. 21776, while No. 21778 is also devoted to West Moon. This disc is backed by the Victor and the orchestra, doing "Lover, Come Back to Me" and "I'm a Hearted Men." Gene Olsen has a peach melody fox trot couplet, "When the World

## BEHIM'S OWN CORP.

W. K. Music Man Starting Publishing Concern in New York

Arthur Behim, veteran music man, has incorporated as the Arthur Behim Music Corp. to publish. Associated are Sam Wigler as backer and Fred K. Steele, former indie publisher and now in the professional department of the Behim concern. Wigler is a music printer associated with the Allargo Press.

Since resigning from Harms as general professional manager five months ago Behim has been vacationing in Hollywood and laying plans. Eddie Dowling and Ted Sigley signed to be his writers themselves with Behim, but a diversity of interests by Dowling particularly prompted Behim to start independently.

"In Old Tia Juana" is the plug song which Behim got from Fred K. Steele Inc. "Eldritch," instrumental by Jack Glogau, and a ballad signed to be written by Warren? are the initial publications.

## Soph Gets Kid a Job

Pittsburgh, March 5. Herb Magidson, local youngster who owes his break to Sophie Tucker, signed to be the last of Warren Brothers to write lyrics for the Tucker. Magidson, only 21, was in the city last week prior to leaving for Hollywood.

The kid had been doing a lot of song writing without getting over when Sophie appeared at a local movie palace last year. Scrawling on enough courage to approach her, Magidson presented a couple of his numbers and asked her if she'd ever think of using him as a composer. Ted Shapiro, to see if they had any possibilities.

Sophie liked them, the kid so and urged him to go to New York. She gave him a recommendation to Ted Shapiro and Bernstein, where he has spent on. He stayed there only a short time, later going to Chicago and Bernstein where he has been for the last six months.

## ELLINGTON HOT FOR TALKER

Duke Ellington, colored, Cotton Club Jazz Impresario, turned down Warner Brothers to go to the Coast and start the band he's set up at Al Jolson's "Mammy" talker.

Ellington is the jazz king of Harlem at the black-and-white party. He is being dickered with for RKO vaudeville, but cannot double because of time conditions. "Facing both dinner and supper sessions."

## ROCKWELL, PROF. MOR.

Will Rockwell is general prof. mgr. of Harms, taking over the professional duties of M. K. Jerome (Koe Kraus) in addition to his role as indie orchestra department. Rockwell formerly managed Villa Moore's New York office. Carl Gorman, when Charles K. (Nell Moore) brought in from Seattle, succeeded Rockwell.

## AFTER HUNTER ISLAND

Arthur B. Maclean is formally sued on a padlock proceeding. His Hunter Island Inn, Pelham Bay, N. Y., has been alloted for the scene of a Volsteadian violation. This dates from the whole-sale of New Year's Eve cognac by the enforcement squad.

## HARMS ENGLIER HIT

Harms has taken over the big European hit, "I Kiss You, Madam."

This is the melody fox trot hit of England which Jack Hynes exploited into great popularity over there.

## HERE AND THERE

Edgar Benson All-Star Orchestra is slated for nine weeks at Young's Million Dollar Pier, Atlantic City, on the 11th of West prior to Keith's Palace, New York.

Harry Pollock had engaged under the Whitehall, formerly the Carlton Terrace, at 107th street and Broadway, N. Y. City, for the 40-men. Stern is currently in 15th consecutive season. Day is now "Jumpy Jack" and the man will augment his personal to "Pleasure Bound."

Charlie Craft, Philadelphia, M. G. has been signed through the Lyons and Lyons office to open at the Capitol theatre, Chicago, March 16.

## Suggestions

For economical and other reasons, particularly the source who got it somewhere else, one cafe man is thinking of hanging up this sign: Don't Bring Anything In. Don't Take Anything Out.

## Lopez Back on Road

Gene Gelge opens his roadhouse on officially April 21 at Woodmanstein Inn, Pelham Parkway. Vincent Lopez, his business associate, will be the name band attraction. Lopez will double from the Hotel St. Regis where he is contracted until next November.

Last season Lopez tripled the Woodmanstein, the St. Regis and for personal appearance with "Variety" to conduct an half hour overture.

## LARGE BALLROOM BURNED

Ogden, Utah, March 5. A fire believed to be of incendiary origin, completely demolished the White City ballroom, one of the largest dance pavilions in the West, last Wednesday. The estimated damage is \$75,000 with insurance covering \$40,000. Rebuilding will be started at once.

## Double-Cross Charged

In Minn Graft Case

Minneapolis, March 5. His squawk over a two dollar shortage in a \$1,000 bribe for his vote on a license for the Stables, notorious local night club later paid, F. A. Maurer of the city council here two years in prison and one other alderman has gained immunity in the Stables case by appearing before the grand jury and confessing that he accepted a \$200 bribe and that another alderman, indicted on night club testimony and now awaiting trial, was paid \$500. The latter, it is alleged, took the \$500 and then voted against the license.

## Busse Lands

Los Angeles, March 5. Henry Busse, having elicited an unanticipated measure at m. c. at the local Paramount, will be kept here by the city.

Public will bring Brooke Johns west from the Oriental, Chicago, to fill the berth slated for Busse at the Granada, San Francisco.

## LANGE'S M-G STAFF

Los Angeles, March 5. Arthur Lange, who arrived here last week from New York, has been placed in charge of the M-G-M musical and arrangement department. He has a staff of 15 song writers.

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Indefinite ZIEGFELD MIDWINTER FROLIC

Personal Director, JAMES F. GILLESPIE

# Obituary

## Inside Stuff—Music

### EGG WEEK

Nite club bid laid an egg in Times Square last week. Local and the Miami wrestling match, alias a prizefight, was killed. The egg was laid with the Stripling-Sharkey set-to-keeping the radio fans home, the clubs died.

### Five Songs For Jolson

De Sylva, Henderson and Brown have written five songs for Jolson's next picture, going into production this week at Warner Bros. The theme song is the same as the title of the picture "Little Pal." The other numbers are "In Seventh Heaven," "Used To You," "My Sin" and "Why Can't You?"

### THESE SONGS WORK

Los Angeles, March 5. Jesse Green and the Klages of the Jack Robbins writing staff arrived here this week from New York with their latest work. The latest is to the theme song of an untitled college picture, directed by Sam Taylor. The picture is "The Student Body."

Resides this doc, Martin Brookes and Walter Lang are also working on this picture.

### HARRISON MAJOR WILD

Harrison Major Wild, 47, Chicago musician, shot and killed himself at his home in Chicago March 2.

Wild had been suffering from deafness, and last year resigned as director of the Apollo Club. Recently he told his wife he could scarcely hear music, and life would not be worth living without it. He is survived by his wife and a son.

### YOUNG FEIST MOVES UP

Nathan Feist, oldest son of Leo Feist, recently out of college and holding a music business degree from the ground up, has been shifted into the executive office on 40th street.

Young Feist has been taking his novitiate in the professional department. He now becomes the assistant to Leo Feist's general manager in charge of organ and picture house presentation exploitation.

Feist was placed in charge of this department to succeed Lester Santly, who resigned.

(Downey and Claridge) and Tiny Armstrong (Three Armstrongs) died Feb. 24.

The mother, 72, of the late Avery Thompson died at the Hotel Chatham, New York, March 1. Remains sent to Cleveland, where her son is buried.

The brother, Joseph Samanigo, 34, New York office general manager, died at his home in Los Angeles, injuries received several years ago in a football game had impaired his health. He was unmarried.

Ralph F. MacKernan, dancing instructor, died recently of flu in Springfield, Mass.

The father, Alfred of Maxine Brown, actress, died in New York March 2.

The mother, 71, of Hilda Glyden (English), died Feb. 25 in London.

Marguerite Lerner, sister of Mrs. Frank Todd, wife of the Gus Sun New York office general manager, died in New York recently of heart trouble. Some years ago Miss Lerner and her Todd formed the act of the Lerner Sisters.

Arno Grund, 50, Serbian composer, died at Zagreb.

Jean-Costa, Spanish performer (chocolate bars), partner of G. Tolson.

Fernand Le Borne, 50, French lyricist, died in Paris.

Marie Burly, former French actress, died at Nice.

### Deaths Abroad

Paris, Feb. 25. John Walter, 57, well known sportsman of Brooklyn, N. Y., died in Paris of heart trouble.

Methodist minister, Comelyne, 59, French writer, died of influenza.

Decoated war officer, French government interpreter of French government.

Arno Grund, 50, Serbian composer, died at Zagreb.

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**HAL HALPERIN in Charge**  
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# MAX GORDON

(Formerly of LEWIS & GORDON)

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relinquished his duties as an executive of

## Radio-Keith-Orpheum

and resumed his activities as a

## Vaudeville Producer

and

## Representative of A Limited Number of Acts

for

## Radio-Keith-Orpheum *Exclusively*

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and representative of the best that has ever been offered vaudeville

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TELEPHONE  
3818 BRYANT

PRICE

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NEW YORK, WEDNESDAY, MARCH 13, 1929

64 PAGES

## Reformers in Panic as Hoover Starts Ignoring Their Job Claims

Washington, March 12. Anti-everything and paid reformers are getting panicky. Actually look like a riot ahead. As Charles Chase put it at his \$3.50 date last night, November 12, "The reformers are the greatest chance we've had in ten years," and the chance does not seem to be fading. "The new President has run to the fore the reformers who he would, in the picking of jobs in the White House, appointees to date he has turned his back on the political machine. Persons that did the most beating down South for votes during the campaign."

The squawk is already beginning to be heard even though there are still plenty of jobs to be handed out.

Antis Blacklist Donovan. Hoover's cabinet looks okay. It was there that the reformer contingent tried to place the "right" man. They did win out in getting Col. William J. Donovan out of the Attorney General berth, but to balance this Mr. Hoover appoints a founder of the Association Against the Prohibition Amendment.

If the Cmon Chases and the reformers to pull a longer plum. It is not going to satisfy the reformer workers. This is clearly evidenced by the quitting of Col. Horace A. Mann who was credited with having been the guiding hand of the political persons in the South.

Col. Mann has been at the White House many times. He is known to have put up a strong fight to have his helpers taken care of. When they were not he walked out. (Continued on page 52)

## Snake Oil Spier's Refuge for Outcasts

Chicago, March 12. Buffalo, Colo. The Buffalo Bill, as "pastor" of a Harrison street mission house for down and out. He is a discolor of Rev. Benjamin Mickles who runs a similar place on Lake street. When the Harrison street spot, then a cfo, was padlocked for liquor violations, Rev. Mickles secured it rent free and turned it over to Cody.

The long-haired Cody previously was one-nighting with snake oil.

## Chain Books College Musical; 7 One-Nighters

Chicago, March 12. "Brazil Nuts," University of Illinois Perrot Club all male musical, has been booked for seven one-nighters by Great States for a total of \$4,000. This follows a regular presentation at the university. Great States gave the youngsters a one night test with their last year production and regarded it favorably. Route includes Decatur, Joliet, Galesburg, Aurora, Bloomington, Quincy and Peoria.

## Cantor's \$5,000

Eddie Cantor demanded and received \$5,000 from the Lucky Strike people for his published endorsement of that cigarette. It's the highest price paid to date by any cigarette manufacturer. Next top was the \$2,500 paid to Al Jolson.

Many of the stars of both shows who gave their names as endorser of the bull of the national publicity are gringing.

## Direct NBC-RKO Air Tieup at the Palace

The first of a series of direct tieups between the National Broadcasting Co. artists and RKO starts at the RKO Palace, New York, shortly after Easter when "A Night at the NBC" becomes a feature act. This will comprise Phillippe Carlin, the announcer, who will m.c., Gladys Rice, Billy Jones and Ernest Hart, to be billed as the Inter-Woven Pair (formerly the Happiness Boys) and a name radio band yet to be selected.

The act will be a broadcasting studio counterpart with all the authentic trimmings and may actually be broadcast on a several special days direct from the stage. The success of Rudy Vallee's band, strictly a radio product, for personal appearances, prompted this experimental innovation to test the same stunt with a succession of radio-famed artists.

Keith agents have been advised the booking office that Keith's expects first call on radio and club services of all acts playing in Keith's vaude and radio. The contract band all forms of outside engagements, including the above three.

However, as the radio broadcasts for Keith's (RKO) by vaude acts is without financial compensation, acts have a chance at extra income through other work elsewhere. Keith's does not object to alien radio work by acts not needed for radio by Keith, but the circuit demands first call and final say.

## GLASS BALCONY

London, Ont., March 12. Crying infants will no longer be a nuisance to local theatre audiences. Both babe and mother may now watch the performance and no one will hear the squawk if the tot goes erratic and audibly protests. New Palace theatre has announced the east section of its balcony in glass with comfortable chairs for the elders and such offspring as they want to share the entertainment.

## LIST OF CHANGES IN EIGHT MONTHS

\$24,000,000 Spent So Far in Revising Studios and \$3,000,000 to Go on Experiments—Opinions Differ Over Sound Costs—90 Systems Present—Negative Film Stock Increase—Sets Reduced One-Third—Figures Show Public Will Attend Bad Talkies, But Not Just Sound Films

## ACOUSTICS BIG PROBLEM

Los Angeles, March 12. During the past eight months the picture industry has spent around \$24,000,000 in shaping up studios for the making of sound product and \$3,000,000, or more will be laid out the time for experimentation this year. This is the financial side-light on the sound revolution within the picture making business.

Producers, in some instances, have gone ahead blindly. Others have been more discreet in trying to adapt themselves and their organization to this new wrinkle. With sound still an infant, figures obtainable demonstrate a marked dislike for sound and musical synchronization of pictures, while those of the all dialog type have at least been fairly successful at the box office.

The heavy expenditure has been for building and equipment, also experimentation. Latter item is an expensive one, with studio paying large amounts to improve recording, which in some instances has been totally lost, but in others have proven highly successful.

Net And producers are not yet sure of just what they want in sound. Result has been that product is considerably curtailed and the so-called promised number of pictures is not coming from any one company. During the first six months of 1928, when silent pictures held the field to themselves, production was normal. Today, on account of the new era and its handicaps in getting equipment, space, etc., none of the companies are up to a normal production schedule.

Though it took the industry 12 years to be able to create a production structure valued at \$65,000,000, in eight months this same industry has expended another \$20,000,000, and more, and still lacks what can be construed as a definite and stable.

(Continued on page 60)

BOX SCORES  
Dramatic Critics' box score will be found on page 61.  
Film critics' box score will be found on page 4.

## \$1,000,000 in Free Talent Donated Yearly on Coast by Film Colony

### Jazz for Speaks

Most radio stations devote set periods to orchestral stuff. The wise boys among speak proprietors have the schedule down pat. Periodical daily turnings bring consecutive band music.

They say orchestras are most desirable as bar room entertainment, helping to brighten up the surroundings more than sopranos, pianists and lecturers.

Los Angeles, March 12. More than \$1,000,000 worth of free talent is donated annually in Los Angeles by the film colony. Charities, benefits, theatres, radio broadcasts and night clubs get the bulk of it. Screen actors generally respond to these affairs not because they like to do it, but because they are so ordered by their employers. Producers are careful in ordering their players to make personal, and will only do so where actors' appearance in connection with the showing of a picture on a percentage basis will help.

Present popularity for midnight shows has drawn heavily upon the players to make a low or stage an act, but the theatre is by no means the "larger" user of free talent. There are countless dance-halls, beach clubs, skating rinks and night clubs who set aside one night a week as "Movie Night." They emphasize this in all advertising, and despite that only one or two may show up, the public, regardless of disappointment, continues to fail.

Big Names Dodge Exclusive, cafes with dance floor connections also use the "Movie Night" thing to lure the tourist as well as the old time residents. These places exact a stiff cover charge for the privilege of mingling with the free talent who are spotted for a.

(Continued on page 3)

## Wall Paper Faces

Los Angeles, March 12. A promoter has approached a number of studios for permission to photograph film stars and use the pictures for wall paper prints. Plans to combine the pictures with special combinations are being arranged for many movie and fan magazines. The pictures will be in Gilbert room, or a group of panels carrying portraits of many screen stars. The pictures will be in his selection of screen plays. Hoot Gibson is being sought to fill the demands of the big lovers of westerns, and the prominent child players are being sought for decorating the nurseries. Chaney will look after the bad little boys and girls.

Sound for 1,000

Los Angeles, March 12. This Poughkeepsie town of 1,000 claims distinction of being the smallest town community with sound pictures. Elite theatre opened Sunday with the new policy.

WHEN YOU GO BY  
LOOK AT THE  
**COSTUMES**  
GOWN AND UNDERWEAR  
1527 B'way, N.Y. TEL. 2-2625 PERMANENTLY OPENED TO THE PUBLIC

## Chicago's Canned Applause Making 'Em Warm Up

Chicago, March 12. "Canned" applause is an inducement to the real thing is reported successful at the Harding, wired Balaban and Katz de luxe stand here.

House is being used for experiments in sound with horns installed in the auditorium as well as behind the screen. An applause record was put on the wire equipment following the regular organ solo, and is said to have induced considerably more than the customary reception by power of suggestion. Few in the audience are apparently aware of the phony angle.

For talking pictures, however, horns any place other than near the screen tend to destroy the dialog illusion.

## SEX LECTURE IGNORED IN BROADWAY THEATRE

Dr. M. Sayre Taylor, the sex "authority" lecturing at the National, is not the same exponent of the old racket who appeared recently in Brooklyn. L. M. Gordon, former assistant to Dr. M. Davidson, once teamed with Taylor, worked in Brooklyn until enjoined by Taylor. Prior to the present date Taylor, who is a doctor of philosophy, lectured in Pittsburgh and Philadelphia where he remained 10 weeks at the Earle. At the National he's losing money.

He was formerly city bacteriologist in Seattle, Wash., assigned to the red light district. Taylor is a debater. In a verbal contest on the topic of companionate marriage, he secured Judge Lindsay in Chicago and Clarence Darlow of the British Royal Academy of Medicine. "Incompatibility," which Taylor used in his lecture and question stunt, is restricted to women, has not done well here, but in Philly it was a clean-up.



# JANIS ILL OUT; ROW IN REVUE

Paris, March 12. — Miss Janis has been constantly battling with flu, head cold, the Moulouin theatre, over the use of the "down" of her stuff. Going to a buffet and telling the management what they could do about it. And it did not help. (Monday) after running only 10 days.

"It is said that is the shortest run of any revue that has ever played the Red Mill site, hence the new vaudeville policy."

Suffering a relapse, Elsie Janis had retired from the Moulouin revue several days before, closed, and is confined to bed at the Hotel Chillon.

Attack is described as a return of influenza. The comedienne is anxious to return to the States and tentative reservations have been taken on the Olympic program March 21. Departure depends upon her recovery in time.

## Weather Breaks

London, March 12. — After a month of rain and fog, and a sudden transformation occurred Saturday. Weather became so hot and dry that it was like summer.

Legitimate lions are doing excellent business and vaudeville houses are strong when they have attractions. Important West End cinema playing talking pictures are doing splendidly.

Paris, March 12. — Spring, which glitters and sparkles in Paris like nowhere else, is here. Cold snap finished five days ago and it's like June.

Washington, March 12. — Weather Bureau furnished Paris with the following outlook for week beginning tomorrow (Wednesday):

Cooler east of Mississippi, rain Wednesday and Thursday, then generally fair for two or three days. Mild temperature Wednesday and east of mountains Thursday. Colder west of mountains Thursday and westward to Atlantic coast Thursday night and Friday. Warmer by Sunday.

## Vaude in Moulouin Rouge

Paris, March 12. — Famous for years for its revues, the Moulouin Rouge inaugurates its vaudeville season March 22 with Max Lyman as the headline attraction. If the venture is successful this policy will become permanent. Lyman has signed a contract to return to the Kit Kat, London, for another night weeks starting April 5.

## SALARY BATTLE

Berlin, March 12. — Berlin Managers' Association has officially repudiated its agreement with the actors' organization. The latter has refused to accept the terms of the agreement. An experienced actor was fixed at \$2 a day.

Managers claim this is bankrupting them, but actors state it's the high salaries of stars. Newspapers are behind actors in their fight.

## BARTON FOR KIT KAT

James Barton will sail shortly to open at the Kit Kat, London, April 29. His salary over there is reported as \$2,000.

Barton is booked for four weeks (Jack Curtis).

## REVUE CHANGE AT MOULIN

Paris, March 12. — The revue "Allo, Les Paris" closed the Moulouin Rouge Saturday. Pierre Boucquet will produce another musical, spectacle in April featuring Alvinggrette.

## QUIET MONDAY NIGHT

Just a Few Vaude Premieres and a Club Opening

London, March 12. — Vaudeville openings last night (Monday) had "Jim, the Bear" at the Alhambra, who proved a comedy novelty. At the Palladium Sam Barton, after four years' absence, closed easily following four other musicals and comedies expected. Bob Fisher, from the defunct and disbanded Fred LaRaine unit, was his big performing individual at the Holborn Empire. LaRaine has tied his contract with Moss Empires for 16,250. Government hoped on unit when objecting to freaks.

Howell Harger and Naldi were a smash at the Kit Kat restaurant. Otherwise it was a pretty dismal Monday night.

## Radio and Film Stars Put Over Berlin Show

Berlin, March 12. — Revival of "Schwabenhaus Augustin," by Leo Fall, with the book modernized is a success. Booked Braun, George and his favorite, is starred with Mary Christians, film star. They are mediocre as actors but have personal followings. Score was revamped by Paul Morgan and Siegfried Arno.

## Belgian King Sponsors Royal Band's U. S. Tour

Washington, March 12. — Symphonic band of the Royal Belgian Guards numbering 80 is due March 17 at New York City in the Atlantic, according to Prince Albert de Ligne, Belgian Ambassador.

Official welcome at the dock will have not only the Belgian representative, but Sir John Howard, British Ambassador, Vincent Massey, Canadian Minister, and representatives of the State, Navy and War Departments. Following a concert on the dock the band, says Prince de Ligne, will be officially received at the New York City Hall.

Three months tour will follow with 60 concerts scheduled. Each under patronage of the Belgian King. Tour was arranged at the request of the King and breaks a tradition of 85 years standing, the band never previously having been away from its regiment for more than a few weeks.

## Continental Dates

Paris, March 12. — Tracy and Marie, the musical team, for the Empire, Paris, April 5. Messines at the same house April 17.

Two twins are opening at the Perroquet de Paris. Baird and Thompson are in the Tour de l'oeil, Brussels, March 18.

Hugo and Ramona return to the Paramount March 23, doubling at the Perroquet de Paris.

## "O'GLOO GIRL" MARCH 21

Jack Buchanan's revue leaves the Hippodrome March 21, succeeded by "Fire O'Clock Girl" March 23.

In the latter cast will be Ernest Trux and George Grosmith.

## DULL "MAYOR"

London, March 12. — "The Mayor" was presented last night (Monday) at the Royal Lyceum. The first solo effort of Adelaide Phillips, former collaborator of Edna Phillips.

A long, dull, witless affair, figured to bring down the curtain.

## PARIS CLUB TRANSFER

Paris, March 12. — Rouger, the owner of a chain of hotels, houses in Paris and Tourville, has taken the Lido, Paris, and proposes to stage a Venetian cabaret. He has signed Jack Holland and Mitza Verille.

## DAREWSEY-MILLER

Paris, March 12. — Max Darowsky is engaged to wed Ruby Miller within a fortnight. Darowsky is, working in a night



WILL MAHONEY

Mr. Chester B. Bahr of the Syracuse Herald, said: "Add similar to Mahoney as with Mahoney and the S. R. O. sign. And if per chance you are skeptical, drop around to Kith's emporium of Vaudeville."

Direction RALPH G. FARNUM 1600 Broadway

## Vaude Discovery

London, March 12. — Discovery by the Palladium (vaudeville) that no attraction, however big, can stand up more than two weeks may be considerable effect on future American bookings.

It has already affected the Kit Kat restaurant, which was able to book big money American turns through being able to have them double into the Palladium. Kit Kat is retaining the services of Ade Lyman's orchestra, which means the Ben Bernie engagement is definitely cold.

## Auditions Off

London, March 12. — General Theatre has quietly dropped the audition idea inspired by Hansen Swaffer.

Plan is to let the managers and circuit officials have no comment to make. Swaffer is reported undismayed.

## COAST'S FREE TALENT

(Continued from page 1)

how, asked to sing a song or tell a story. When business gets dull on these evenings the management stages a dance contest with a trophy donated by some screen star and in most cases the performer pays for the trophy.

The racket is getting so common that the big fry of the film colony steer clear of these places.

Number of charity benefits are increasing yearly and none is considered complete without the drafting of scores of screen names. These are responded to with full co-operation when it is known the benefit is worthy, yet the frequency of these affairs works a hardship on the actor who needs time for recreation and rest.

Uncertainty of working hours brought about by sound pictures reduces the actor to work money at night, which will make it impossible for the seeker of free talent to get a picture. Indulgence in this practice as much as previously.

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## Carroll to Do London

### 'Vanities' This Summer

Earl Carroll quietly slipped off to London and Paris, arriving there last week. The trip is partially a vacation, but Carroll will also make arrangements for the presentation there of a "Vanities."

According to the present plan, Carroll intends framing a revue with the best bits of his previous "Vanities" for London presentation. Among the features expected in the combined revue are Joe Cook and Moran and Mack. Cook is touring in "Rain or Shine" at the London "Vanities" is due in the summer.

## "Gas" Banned

Berlin, March 12. — After a private showing for the authorities "Polen Gas Over Berlin" has been banned. Some comment that banning was unnecessary would have done it itself, no holding elements of any great popular appeal.

Kenneth Lampl, the author, and his sponsors are appealing to courts for a reversal. Liberal factions, headed by Minister of the Interior, are fighting the censorship.

Belief was that show might sponsor anti-German reaction due to war angle.

## Banks on 'Journey's End'

London, March 12. — Gilbert Miller presented "Journey's End" for six performances at the Lyric theatre last week with the cast recruited for his New York production. Miller says that if the show closes on Broadway in the way he believes it will, he will send out 10 companies.

## Quick Return

London, March 12. — Robert Chisholm, brought to London by Sir Alfred Butts for "New Moon," returned to his home at once. He decided the music was too high for his voice.

John Williams from the Carl Rosa Opera company, gets the role.

## AUSTRALIA

### By ERIC H. GORRICK

Sydney, Feb. 9. — For past six weeks country has been in a state of high tension. Despite this, the theatres have been doing wonderful business, especially the Lyceum. Last night, at the Lyceum I found a perspiring crowd of about 1,000 people.

The Jolson picture is pulling the best business in town. In seventh week. Figures show it has been seen by 100,000 people.

Hoyle's Regent, first talkie house to change, put on "Mother Knows Best" and is doing well.

Business at Prince Edward to good, although not capacity and a little slow on Monday.

"The Angel" looks good for several weeks more. The picture is short.

The Capitol (silent) is the only theatre that is doing anything like business. The picture is short.

This house has played a capacity for 44 nights. The picture is short.

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# PLAY IN PARIS BY ROTHCHILD

Paris, March 12. — Plays at their premieres in the last week are four in number and comprise "Circus"

Latest work of Andre Pascal (Baron Henri de Rothschild), produced at the Comedie, with a few of and of fair prospects. The story has to do with an energetic banker, married and devoted to business, who becomes involved with an intriguing divorce. Affair progresses by degrees until the odd man of business becomes infatuated and, abandoning his position, goes with the girl.

In the cast are Constant Remy, Louis Bellerose, Fern Kereke and Maurice Barthelemy. The performance, which was received with favor, is disclosed as a poetical treatment of a tale, told in the form of an aristocratic spinster dwelling in the castle of her ancestors and out of touch with the world by an insipid mother.

R. Roche has been an adequate production of Jacques Deval, produced at the Comedie, with a few of and of fair prospects. The story has to do with an energetic banker, married and devoted to business, who becomes involved with an intriguing divorce. Affair progresses by degrees until the odd man of business becomes infatuated and, abandoning his position, goes with the girl.

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## Mae Tinee Leads All at .820



# Coast M-G-M Crowd Burning, Were Ignored in Fox-Loew Sales

Rancor approaching bitterness is said to have been developed through Nicholas M. Schenck and Arthur Loew steering the control of Loew's to William Fox without accepting the important heads of the producing division of Loew's of the circumstances, negotiations or events.

Louis B. Mayer, Irving Thalberg and J. Robert Rubin, the three most important executives of Metro-Goldwyn-Mayer, are said to have received their formation of the Fox buy from the newspapers.

Other than Nicholas Schenck, the Loew boys, Arthur and Dave Bernstein and Mrs. Loew, no one in the Loew organization thinks of producing in said to have no knowledge of the Fox transaction before it was completed.

Flat Deafies One definite statement is credited to the coast producing coteries of Loew-M-G-M, that at no time were they advised or informed that any dealings were in progress between the Schenck brothers and Fox or the Warners. Although for three months or more the studio bunch heard and read about the negotiations on for the sale of the Loew control, these stories, from the account, were denied and they believed the denial.

Each of the Mayer-Thalberg-Rubin trio has a long association with M-G-M. Each believes the production branch of Loew's has done more than to share with him to bring Loew's to the prominent position in the show business it now holds. Along that line of reasoning, these men, who reported somewhat rebellious in view of the story that Nicholas Schenck received a personal profit of many millions over the market quotation of the Loew stock in the Fox sale.

It is said the producers of Loew's have kindred spirits among the Loew's theatre executives. The only report of any bonus or emolument having been given to any employee of Loew's in an executive post is that of \$10,000 to the boys.

To Preserve Morale William Fox and Winnie Sheehan are reported to have insisted that all chiefs of the Fox organization "be taken care of." The purpose of that was to preserve the spirit and morale, something that had been assiduously cared for by Marcus Loew. The story is that around that is not so positive with the M-G-M producing bosses, Mayer and Thalberg, were in New York late last week conferring with Rubin. All were said to be burning.

One rumor has it that Arthur Loew received for his share of the \$200,000 or more in the Fox sale \$116,000. The same story links Arthur and Nicholas Schenck with putting the Fox deal against Loew's wife is the daughter of Adolph Zukor.

How Fox and Sheehan will handle the Loew control is beyond fathoming at present. The Fox method of the past always has been to operate everything on the outside. Just now, and perhaps for some time to come, Loew's will hang onto its identity in name and in fact. Fox may visualize the governmental scrutiny that might be given if a too early or too late move were made to effect an actual merger of Loew's with Fox.

Refused \$100,000 At the present moment from reports from the coast Loew's is weekly advancing to M-G-M studios \$300,000 for its picture production. This is at the rate of \$18,000,000 yearly. Within the week, Sheehan, the Fox production head, are said to fully appreciate this tactic.

A report on the attitude of some of the malcontents among the Loew's is that one of the Loew's refused an offer of \$40 a share above the market price for all his Loew's stock. At that time, since the war the market price was around \$75 and the offer would have meant

## Six Excuses

Los Angeles, March 13. As a result of sudden fame in pictures and a brand new automobile, Stepin Fetchit, colored player for Fox, has made his sixth trip to the traffic courts within a month. Each time the actor tells the judge the same story—he was late for work and just couldn't hold back the wheels of progress.

## WARNERS DROP THEATRE DEALS FOR PRODUCT

Say Firm Will Concentrate on Films for Now—No Shubert Merger

Fox's snatching of Loew's from the Warners has changed the brothers for the present period from their theatre corraling ambitions to 50 per cent. concentration on production. Warners figure that the industry will remain the same, fundamentally, in face of all recent mergers and those to come. Only Harry Warner sees a greater opportunity for outside product, figuring that with such combinations as those effected by Fox the same can never be adequately self-supplying.

With their failure to secure Loew's, which the Warner president would not have been interested in buying their houses. There is disappointment, the horizon is cleared of any immediate deals. H. M. stressed. Of the deals which he described as "99" before the new year there are now no more pending, he said, with an "I give you my word."

This goes for the Shuberts and the Bringers. About them Warner stated:

"We are not interested in producing plays and we are not interested in buying their houses. There are positively no deals of this kind on. We are interested in getting some of their houses in good locations for bookings. That is all."

## 8-DAY TALKER

Los Angeles, March 13. William Fox has been busy all day long for directing a feature length all talker when he made "The Man I Love" for Paramount in nine days. This is exclusive of four days spent in rehearsal.

\$115 a share for his holdings. He holds 5,500 Loew shares.

Miami, March 12. Joseph M. Schenck arrived here last Wednesday and left Thursday for New York. He remained here one day.

It is locally rumored that Joe received a wire from his brother, Nicholas, calling him to New York. This is thought to have a connection with the Loew control sale to William Fox.

Los Angeles, March 12. The producers at Metro-Goldwyn are Irving Thalberg, Harry Rapf, Eddie Mannix, Bernie Hyman, Hunt Stromberg and Lawrence Weingarten. The last named is a brother-in-law of Thalberg and in charge of shorts.

# ZUKOR BUILDING WAVE FIRST GUN?

Old Loew Agreement Leaves Public Weak in Metropolitan Area—Fox Controls \$14,000,000 of District's \$20,000,000 Buying Power

## PAR-W-B TALK UP

Besides all the merger reports and rumors, little doubt is held in inside picture circles that a real film battle impends between Fox and Paramount. The same belief is that Paramount will take the aggressive attitude in such a clash.

The first gun is expected to be an announcement by Paramount Public of new theatres. These for the most part are to be located in the metropolitan section. Meanwhile Adolph Zukor and Harry Warner are reported in continuing conference. But what this portends is not hinted in the gossip. With Fox dominating the Greater New York, this leaves the latter open for Public if it wishes to oppose Fox.

Two years ago, when Paramount contemplated the New York district as a locale for many theatres, an agreement followed between it and Loew's. The contemplated theatres were erected, but Loew's.

In the recent buy of Loew by Fox those same theatres pass to the direction of William Fox, leaving Paramount-Public in the very position it found itself when deciding long ago that it required better representation in the greater city. This move, if made by Adolph Zukor and Sam Katz against the supremacy of William Fox in New York City could indicate that the report of Zukor and Katz having been indifferent to Fox's purchase of the Loew control is not in accordance with the facts.

Exactly how the Fox-Loew deal was completed in that event is undecided, under-cover stuff that no one ventures an explanation of. Neither will anyone vouchsafe an opinion as to how far the apparent break in the hitherto friendly relations between the Loew group and the Zukor side may extend.

Including 81 houses which are scheduled to be built during the coming year, Fox has 21 theatres dominating the film buying market in some parts of the country.

Next in line is Public, controlling 300 theatres and owning from 25 to 75 per cent. of 408 others, under joint operating agreements, and then Radio-Keith-Orpheum.

Fox controls the film buy in the New York City 105 theatres, out of a total of about 450, are said to represent a film buying power of over \$12,000,000 to \$15,000,000. The total buying power of this zone is about \$20,000,000, but \$20,000,000 is represented by the Public-United Artists theatres, which are not open to general bookings.

Of the Fox houses are the 230 independent theatres, 63 Loew houses and 14 Fox theatres. The balance of about 150 independent houses left in this territory are small capacity theatres, represented by the Public-United Artists theatres, which are not open to general bookings.

The only buying opposition to Fox is the RKO, which has a bill of from \$1,500,000 to \$2,000,000.

Should a Public-RKO deal go through, this opposition combination will control about 150 theatres at the present time is negotiating for the Schine theatres, about 75, and the last named is a brother-in-law of 30 theatres, or in adjacent to about 30 theatres.

# Producers' Ass'n and Academy Would Stop Gratis Endorsing; Want Ad Money For Relief Fund

## Harry to Harry

Harry Reichenbach and Harry Hershfield sat across from each other the other day at lunch. "How much do you think I made last year, Harry?" said Reichenbach. "Half," answered Hershfield.

## M-G-M MAKING ANNUAL REVUE

Numbers and Blackouts—Starts June 1—\$250,000

Los Angeles, March 13. M-G-M is going to make an annual institution of its M-G-M review being put into production this way it is being produced by Harry Rapf who is personally supervising with Gus Edwards, general production head.

Direction of the cast of 75 will be done by individual specialists. W. Christie Cabana will direct the specialty numbers and Norman Houston will do the skits and blackouts. It's the first time a picture is to be made along the lines of a Broadway revue in its entirety with use of oldies.

Sammy Lee will stage the dance numbers; George Cunningham, Gus Edwards and Joe Goodwin have written the lyrics for the majority of numbers, with Martin Brown, Stan Nacio Brown, Fred Brown, Roy Kragas, Joe Greer and Arthur Freedy supplying the musical interludes. Directed by Al Boasberg.

Novelty number of the show written by Edwards and John T. Murray, will be "Don Chaney Will You You If You Don't Watch Out?" In the cast will practically be all the stars, including Norma Shearer, Joan Crawford, Conrad Nagel, Charles King, Beulah Love, Anita Page, Marie Dressler, Polly Moran, Jack Benny, Naneta Natova, Marion Harris, Ukelele King, Mary Dorn, Albertina Bass Ballet and the "Four Knights."

Pictures will be ready for release by June 1 and it is figured to cost around \$250,000.

## Hoover Consulted

Washington, March 12. President Hoover, so inside sources say, was consulted by the Department of Justice on the Fox-Loew merger prior to the announced visit from New York by William Fox.

Pursuing the adopted policy of keeping the Fox-Loew deal out of sight prior to announcing the many merger of the past several months, the department's general counsel, Truman Talley, now personal assistant to Fox, were here for consultation. Fox made a hurried trip here, also. Hoover has always held liberal views on mergers and the putting up by the department of the Fox-Loew deal to him prior to his inauguration was for the purpose of getting his ideas on such big business mergers when he entered the White House. It is now believed here that picture mergers will continue to be handled in the same manner as heretofore by the Department of Justice under the Hoover administration.

Los Angeles, March 12. Producers' Association and the Motion Picture Academy of Arts and Sciences are determined to stop gratis endorsements for motion picture products by important personages in the industry. A committee has been appointed consisting of Douglas Fairbanks, representing the Academy; C. B. De Mille, president of the Producers' Association, and M. C. Leves, of United Artists, and a member of both bodies, to work out a plan whereby no endorsement of any article, product or proposition may be made through remuneration to the person endorsing, the money for the endorsement to be donated to one of the Relief Funds.

Picture people have been over-represented by fan magazines in their effort to raise the Relief Fund. One fan mag is now out getting endorsement for a beauty facial preparation concern which does not advertise with anybody unless it can get three times the amount of free space in its publication as it utilized for the ad.

F. W. Beston, executive vice-president of the Relief Fund, who is a picture man, feels the endorsement proposition has been done to death in the past and that anybody who is not satisfied by it and the advertisers, and the fan magazines.

Alfred \$25,000 Beston's idea is that if the Kings of Spain got \$25,000 for endorsing a cigarette and gave this amount to his favorite charity, picture people can do likewise. It is figured if the plan works out the Relief Fund will draw to the extent of \$250,000 yearly.

Recently Gloria Swanson was the only picture star to endorse a magazine. A representative of a fan magazine worked on her for a history project for seven months and she was the vice-president of the history concern to come to the Coast. Shepherd finally clinched the deal, she promised made provided that, Miss Swanson was to receive an unlimited amount of material published in this magazine, besides the publicity from endorsing the history.

Fan magazines are the unwanted "certain people" to endorse. They know which individual will be okay for the picture people and they before and keep them in the limelight on publicity in their publication as a return for past favors.

## "Ark" Into 3 Shubert Houses for \$2, April

With the Sam Harris theatre going into talkers last night (Tuesday), the Shubert brothers are planning there for an indefinite run, three other Shubert-booked houses are also going into talkers. One is the "Noah's Ark," also a Warner picture. Houses are Majestic, Roseland, New York, Detroit, and the Woods, Chicago.

Dates for openings read April 8, Boston; April 14, Chicago, and April 11, Detroit. "Ark" goes into these houses for indefinite runs at \$2. Film is also playing at the Winter Garden, New York, having opened last night.

No talker has been booked for the 44th Street, where "Animal Crackers" holds forth, but the contract for wiring this house has been made.

## SOUND LAP DISSOLVE

Los Angeles, March 12. Al Christie, now directing Douglas MacLean in "Divorce Made Simple," is thought to be on his way as making a successful lap dissolve with sound.

Value of one character fades out as it is overlapped with the fading in of another voice.











# Second Anniversary New



**"ROXY"**  
The Chief

**One for all.**

**All for one.**

**Let's go!**

A stylized, handwritten signature, likely of Leon Leonidoff, enclosed within a rectangular border.



**LEON LEONIDOFF**  
Director of Production  
(Assistant to Mr. S. L. Rothafel)

# THE CATHEDRAL OF



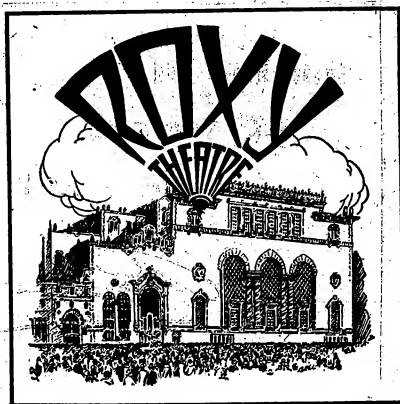
# of the Roxy Theatre York



**ERNO RAPEE**  
Director of Music



**CLARK ROBINSON**  
Art Director



## THE MOTION PICTURE



# **FOX** *talkers*

PACEMAKER  
for the  
INDUSTRY

**HEARTS**  
in  
**DIXIE**

WILLIAM FOX *presents*

# **SPEAK**

**FOX MOVIE TONE**

**100% DIALOG FEATURE**

ALL-TALKING

ALL-SINGING

ALL-DANCING

Musical Drama of Dixieland  
with a Cast of 200

*Smashes All Existing Records at*  
United Artists Theatre, Los Angeles, Cal.

"Excellent entertainment . . . a good deal of  
sterling comedy. The dialogue in this production  
is admirable . . . deserving of high praise."  
—N. Y. Times

"One of the most delightful shows in town . . .  
containing episodes as funny as anything I have  
seen in a motion picture in years." —N. Y. World

"Entertainment? Plenty! A yarn that  
never lags—sport, youth, comedy . . .  
and a zip that gets you from the begin-  
ning. It's a swell picture."  
—Film Daily

"it contains everything—  
thrills, action, suspense aplenty, the  
slickest entertainment in town."  
—N. Y. American

"standing room was at a premium and  
a long line stood awaiting admission  
one of the most pleasing pictures  
offered at the Roxy in the past few  
months."  
—N. Y. Morning Telegraph

"colorful and entertaining. It's good  
snappy—moving entertainment. It's  
a 'lulu . . . a real breath-snatcher."  
—N. Y. Daily Mirror

NO. 140 BLUE FO HOLLYWOOD CALIF  
HEARTS IN DIXIE HERE BROKE EVERY HOUSE RECORD SUNDAY AND INTAKE ON WEEK  
FIGGER THAN ANY OTHER WEEK WITH EXCEPTION OF OPENING WEEK OF THEATRE  
BUSINESS WAS MORE THAN SIX THOUSAND DOLLARS YESTERDAY



*profit-taking*  
**talkers**

# BREAK RECORDS Coast to Coast

## EASY

with **PAUL PAGE - LOLA LANE**

**HENRY B. WALTHALL** Helen Ware  
Sharon Lynn

*Benjamin Stoloff Production*

"a bet is hereby offered that Roxy will top theatre receipts for all time this week and next."

—N. Y. Evening World

"a good, rousing picture . . ."

—N. Y. World

"has lots of pep . . . thrilling."

—N. Y. Daily News

**ROXY** grossed nearly **\$69,500**

last Saturday, Sunday and Monday breaking every existing record for Sunday and

**PACKING 75,896**

persons into the theatre to see this all - talking Fox Movietone smash!

## IN OLD ARIZONA

*First ALL-TALKING Outdoor Screen Spectacle*

with **EDMUND LOWE - WARNER BAXTER**  
**DORTHY BURGESS**

## Breaks All Existing Records

at McVickers Theatre, Chicago

"What a picture this is! Your eyes and ears are glued to it until the final flicker is gone and the last whisper has died away. There's not a dull moment in it. One of THE pictures of 1929!"—*Chicago American*

"What a treat you have in store 'In Old Arizona'! Now there is a picture. It is everything I wish I hadn't seen it so I could see it again for the first time!"—*Chicago Herald and Expositor*

"'In Old Arizona' is one grand movie! It marks a big 'T' in talk. It permeates with action and is tense with suspense. Direction, photography, synchronization, scenery are superb throughout!"—*Chicago Tribune*

# TALK MONEY in Every Box-Office

## THE LETTER

LAST NIGHT, What Warner Bros. promised Warner Bros. delivered with the presentation of the Spectacle of the Ages Starring DOLORES COSTELLO-“NOAH’S ARK” with George O’Brien and a Cast of 5,000---made to top any picture ever made---is now playing twice daily at the Winter Garden, N. Y.

Story by DARRYL F. ZANUCK  
Scenario by ANTHONY COLDEWAY



Directed by  
MICHAEL CURTIZ

# "Greatest Screen

## "BOUND TO CLEAN UP"

A PICTURE THAT IS BOUND TO CLEAN up. Easy to forecast a box office sensation comparable to the experience of Jackie Coogan's early features. The youngster sings "Sonny Boy," after which the returns are all in and there's nothing to it. This climactic episode will make 'em rave. Nothing could be sweeter on the box office side.

—Variety.

## "SUCCESS ASSURED"

THE MILLIONS WHO HEARD DAVEY LEE sing over the radio the other night, right then and there made the success of "Sonny Boy" assured. In "Sonny Boy" is Davey Lee, blessed with the faculty of creeping into your heart and cuddling there, talking some of his lines and singing. That's more than enough for the mob.

—Film Daily.

## "SWEET AND CUTE"

WHEN WE SAY HE IS AS SWEET AND cute as your own kid, we feel that we have passed him the picture palm.

—New York American.

## "DAVEY CLICKS"

DAVEY LEE CLICKS. HE IS A MOVIE FIND.

—Evening Graphic.

## "SCREEN FIND"

DAVEY LEE IS, WITHOUT A DOUBT, the greatest screen find of years. The Warner Bros. have reason to congratulate themselves. The line will form to the right and left because of him.

—New York Evening Journal.

## "PACKED HOUSE"

DAVEY LEE'S "SONNY BOY" BREAKS tidal wave of bravissimos. An infant prodigy that can keep a packed house hugging itself in glee.

—Telegram.

## "ACTION FAST"

"SONNY BOY" WILL be a favorite with all movie lovers. The action is fast, the story interesting and the playing excellent. A picture that is meticulously tasteful in every way.

—Morning Telegraph.

## "CUTEST EVER"

DAVEY LEE IS THE cutest baby the screen ever has exploited, and that includes Jackie Coogan. And how he sings "Sonny Boy." That number is worth a whole picture.

—Daily Mirror.

WARNER  
D

A  
WARNER  
BROS.

VITAPHONE

TALKING  
PICTURE

# Find of Years!"



**"SWELL BOY"**  
DAVEY LEE IS A SWELL LITTLE boy. Hundreds and thousands of people will like to see the little fellow.

—N. Y. Evening Post.

**"NEW STAR"**  
PICTURES HAVE NEW boy star in Davey Lee.  
—Herald-Tribune.

# BROS. MILLION DOLLAR KID AVEY LEE HE SINGS-HE TALKS-HE CHARMS "Sonny Boy"

**EDWARD EVERETT HORTON**  
**BETTY BRONSON**  
*Directed by* **ARCHIE L. MAYO**

**NOW!**  
**WARNER Bros.**  
**Theatre**  
BROADWAY  
at 52d ST.  
**TWICE DAILY**  
**At \$2.50 Top**  
**and turning 'em away**

**NOAH'S ARK**  
A Warner Bros. Picture  
Gordon Bennett

What Warner Bros. Promise Warner Bros. Deliver

**THE DESERT SON**  
A Warner Bros. Picture  
Is Coming Soon



## PLAN 10 SOUND ROAD SHOW UNITS APR. 1

Traveltone Trying Out  
with Product from Nat'l  
Distributors

First known schedule for the definite road showing of sound and talking pictures on a national and international basis, by means of portable equipment, is reported by H. M. Livingston, general manager of Traveltone. This road show unit will be launched during the first week of April to show talkers in unwired towns throughout the country at from \$5 to 75 cents, on & top.

Several reports of attempts along these lines have previously been made with no tangible efforts resulting to date. A portable road show equipment company has been mentioned under way in Buffalo and New Orleans, later one or two in New York. In most instances the promoters found the national producers unwilling to allow them to distribute their pictures. Besides that, portable equipment is deemed still too cumbersome to make traveling a pleasure.

Every independent road show venture has been carefully investigated by producers who have so far believed it more profitable to wait for houses to be wired.

Traveltone equipment is being tried out by some of the national producers who may, however, find themselves if they find the equipment satisfactory. Warner, Paramount, Fox and others have been considering various means of entering the vast unwired territory, the returns in these districts representing far greater possibilities.

## IRVING ROSE

GRAND FELLOW DANCER

Week March 15, Broadway, Portland

Featured by

FANCION and MARCO'S

## LA PETITE MARIE

SENSATIONAL CONTORTIONIST

Featured by

FANCION and MARCO'S

FUTURISTIC IDEA

## TED JACK DALE

PUBLIC "VOLCANO" UNIT Dir. William Morris

## Mindlin's Talker

While exhibitors without regulation talker equipment have been inspired to pull a lot of one substitutes, the queerest one is Miles Mindlin's at Fifth Avenue artery.

With a Japanese melior on the screen Mindlin has perched a still more melodramatic joke. This character in a native tongue to the Village audiences.

than the limited number of the hours now wired.

Herman Heller, formerly director of musical synchronization for Vitaphone, heads the company. Livingston was formerly connected with Warner's foreign department, later going with Paramount in a similar capacity.

## Murnau's Option

Los Angeles, March 12. Unless Fox includes a special on its test-run program, option on the services of E. W. Murnau, due to be exercised late in September, will not be renewed.

Murnau is leaving for Germany later part of March on his annual three-month visit.

## 13,000 LBS. OF SOUND

Los Angeles, March 12. Had Roach got one of the latest portable sound equipment trucks this week. With installation it weighs 13,000 pounds.

Studio's sound equipment is due to be completed in a few days.

Victor crew, which installed, will remain to operate. Outfit includes two machines for film track and two for disk recording.

## OVERBOARD OF SHORTS

Los Angeles, March 12. Due to an overrump, Fox has abandoned the making of sound shorts with the exception of the Clark and McCulloughs.

Directors and writers assigned to working out ideas for feature length productions.

## IRMANETTE DATE

Explanation of the retirement from the bill at the Moorland Memorial, Philadelphia, of Irmannette, dancing violinist, is that the great soloist will appear for the premier performance, retiring thereafter, by original arrangement. She is the wife of Charlie Melson, m. for Stanley.

## "Classified" Remake

Los Angeles, March 12. First National is going to remake "Classified" in which they starred Corinne Griffith two years ago. Picture will be an all-talker and is to feature Dorothy Mackall, William Beaudine to direct.

## Canada Exhib Who Panned King Loses Court Battle

Toronto, March 12.

James M. Brady, the exhibitor, Sarnia, Ont., who sued King George a bum, has lost out on two counts in a legal mess around by the Supreme Court of this province.

Case dates back to last year, when Brady, visiting Chicago, met Mayor Thompson and that 80 per cent. of all Canadians felt that George was a scoundrel. Public reaction in Sarnia, was so great that a practical boycott of Brady's theatre resulted.

J. Myers and M. Harris, Brady's partners, publicly disassociated themselves from him. With business shot, Brady sold out his interest for \$45,000, agreeing not to sell George's exhibition sold for 10 years. Later, Myers and Harris sold out to Paramount at a profit. Whereupon Brady sued for a better split and legal authority to ignore his agreement not to operate theatres. Supreme Court denied him the money and prohibited him specifically from exhibiting moving pictures before 1939.

## "Dixie" Sequel

Los Angeles, March 12. Fox has retained a week after it had tipped the first apparatus out.

Walter Weems is to write the story with Stephen Eckst to be featured. Paul Sluane will direct.

## F. M. ROUTE CHANGES

Los Angeles, March 12. Effective March 23 the Senator, Sacramento, Cal., will play Fanchon and Marco "Ideas" three days instead of a week. Units will go in Friday, Saturday, Sunday, with F. & M. B. units in for the other four days.

F. & M. "Ideas" are now out of the Penny, Boise, Idaho, one day stand, with opening date at the Capitol Salt Lake, advised from Sunday to Friday.

## FIGURE "RIO" 85 MIN.

Los Angeles, March 12. Radio will hold "Rio Rita" screen adaptation to approximately 85 minutes. Neither Brady adapting as well as supervising the production, is concentrating on story and directing cast for production. Production is set for June 1 and will not be hurried.

## MACK ON WIFE'S TALK

Los Angeles, March 12. "Cold Supper," by Mrs. Willard Mack (Beatrice Harward) has been bought by M-G-M. It will be made into a talking short by Willard Mack, before starting on "Free Sins".

Principals in the short will be Robert Ames, Clark Marshall and Ruth Donnelly.

## WB's "Rainbow" Musical

Los Angeles, March 12. "Rainbow" will be made by Warner as a musical comedy, under direction of Archie Mayo. Harvey Thew is writing adaptations, with John Boles and Lila Lee co-authored. Production starts April 10.

## Discrimination

Los Angeles, March 12.

Practice of employing studio technicians families to fill in as extras in motion scenes has been one of Hollywood's oldest traditions. It has now reached the homes of studio press agents.

The p. a.'s wives or daughters, however, receive twice as much as the electrician's family for the same kind of work, and in most instances are pampered and petted by the "year" boys on the set.

## W. E.'S FAST INSTALLATION

Plugging to Stand-Off House, Wiring With Ideal Equipment

Western Electric is reported to be making heavy efforts to spike the installing of independent device. Independent manufacturers claim that in several instances W. E. has agreed to give exhibitors important installation to forward indie wiring.

A Brooklyn indie case marks one of the most rapid installations made by W. E. With a Patent in operation, the house got a Western Electric set within a week after it had tipped the first apparatus out.

## SIXFEET TAKES A U.

Chicago, March 12. A Sixfeet who recently sold the Blou, Decatur, Ill., to Great States, has taken over the Sheboygan, Sheboygan, Wis., from Universal. It is a new house, seating about 1,600 and wired.

Sixfeet proposes to change policy from straight pictures to a split between vaude and presentations.

## MARYLAND'S 485 CUTS

Baltimore, March 12. Maryland censors viewed 9,371 films the past year, selecting three outright and ordering changes and cuts in 485.

Receipts of the board for the same period amounted to \$13,134.

Censors have not yet purchased apparatus for the viewing of the talkers.

## Green-Directing Arliss

Los Angeles, March 12. Al Green, placed under contract by Warner this week, has been assigned to direct George Arliss in "The Green Goddess".

H. B. Warner will be featured in the picture.

## Fox Will Take Over

Reade-Schime Mar. 28

Reade and Schime circuits, as well as the local independent group, will be officially taken over by Fox on March 28. Contracts for the same are in possession of Fox, and only reason for not closing deals now is to save interest money by complete take-over at one time.

For general auditing of books of these circuits and indies as well as Loew houses in Metropolitan area, Fox is understood to have paid an auditing firm \$275,000. Touch and Noyne did the job. Ward, Bacon and Davis appraising land and buildings, are expected to complete their report before the end of the week.

Of the Reade Jersey houses 19 are included in the present deal.

A. G. Reade, who has personally handled practically all of the Fox theatre deals, stated yesterday that the contracts for Reade and Schime circuits would be signed before the end of the day. Deal with the local independents were also being closed, he stated, with money being paid over.

## Toledo Delays

Toledo, March 12. More complications in the way of the new Paramount theatre, Lyons and Summit streets. J. J. Gorman, Brooklyn, has filed suit in federal court to void the contract with the Amusement Company, Plaza Building Corporation, and Albert J. Corry, all Toledo.

Gorman, a broker, says he contracted last August to lease a suitable theatre location here, taking a 21-year lease on the Summit-Cherry building through the John Cor Company, New York, and that defendants accepted the lease. He claims further to have secured a 10-year franchise from the Sam H. Shubert Amusement Company, New York, with all terms accepted. Defendants, he charges, refused to pay him the \$15,000 promised for his work.

## Film Surplus

Chicago, March 12. B. & K.'s two straight sound loop houses, Roosevelt and McVickers, have so many pictures lined up that programs are being jerked while still doing good business.

Present number of bookings would more than provide each house with a new film every three weeks for the entire year.

By Consensus of Press Opinions

## MISS EMILY EARLE

Is

"A Consummate and Refreshingly Individual Artiste"

Now Playing Colony Theatre, New York

## TWO DAINTY BITS OF FEMININITY

# BARREY SISTERS

Introducing Their Own Contribution of "THE DOLL DANCE"

Featured with CHARLES NIGGEMEYER'S "HAPPY-GO-LUCKY" UNIT

Paramount, New York, Now (Week of March 9) Next Week Paramount, Brooklyn

With Entire Public Tour to Follow

New Fox Theatre  
St. Louis, Mo.  
32 Fox Tillerettes

THE LITTLE  
MASTER OF CHOREOGRAPHY  
FOR MR. S. J. STEVENS  
MARGARET DONALDSON, Prima Ballerina

Fox Theatre  
Detroit, Mich.  
32 Fox Tillerettes

**NOW READY FOR ALL THEATRES  
HAVING SOUND EQUIPMENT**

**DISC  
RECORDS  
ARE NOW  
AVAILABLE  
FOR THEATRES  
USING DISC  
REPRODUCTION**

**TIFFANY  
ONE**

**GEORGE  
JESSEL**

**IN HIS FIRST  
SINGING AND TALKING  
PICTURE**

**LUCKY  
BOY**



**Tiffany-Stahl's  
Record-Breaking  
Talking and Singing  
Sensational  
Production**

**Synchronized by  
RCA PHOTOPHONE**

**Here's the  
Chance for  
Live Wire  
Exhibitors to  
Cash in on One  
of the Greatest  
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Pictures  
of the Year.**

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Tiffany-Stahl  
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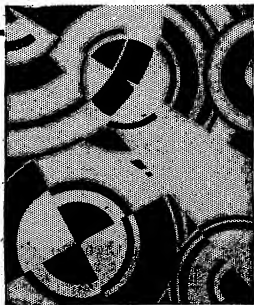
**"Lucky Boy"  
Has Played All the  
Class A Houses  
in the  
United States.**

**Booked  
by every  
Theatre Circuit**

**TIFFANY-STAHLE PRODUCTIONS INC.**

**1540 BROADWAY**

**NEW YORK CITY**



# The wheels are humming

**WITH** the introduction of the RCA Photophone the statement was made that "Superior facilities and superior resources automatically attract superior public support."

Although but ten months have elapsed since the initial announcement of RCA Photophone, the correctness of this statement is attested today by a demand that is taxing the production resources of the world's largest electrical organizations.

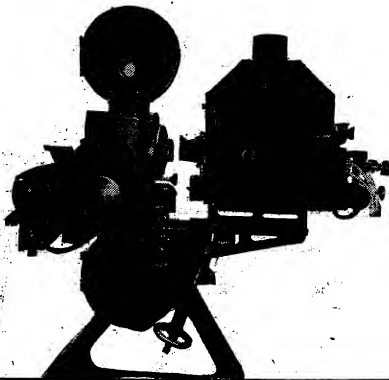
In this brief period, the RCA Photophone has become the standard by which the tonal quality and efficiency of sound reproduction are measured. Sound pictures made by the RCA Photophone system of recording are receiving universal public acclaim.

The facilities of the plants of RCA, General Electric Company and Westinghouse Electric and Manufacturing Company are

constantly being expanded to bridge the gap between date of order and date of installation.

On the present basis, theatre owners may confidently anticipate a calibre of delivery service in keeping with the resources and production scope of these organizations.

And they may confidently look forward also to an equipment that embodies all the advances of today, plus the assurance of such improvements as may develop tomorrow.



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## RCA PHOTOPHONE, INC.

411 FIFTH AVENUE, NEW YORK

*Subsidiary of the Radio Corporation of America*

# 20 Years is a Lot of Time

Twenty years  
is a lot of time—  
particularly in this  
show game.  
So when a hard-headed  
Chicago showman  
comes right out and says  
that "Weary River"  
is "THE BEST PICTURE  
MADE  
IN TWENTY YEARS"  
it makes you stop  
and think.  
It makes you think  
of "Abraham Lincoln"  
and "Shoulder Arms"—  
of "The Sea Hawk" and  
"Birth of a Nation".....  
Is "Weary River" actually

a bigger attraction than  
such box-office landmarks  
as these?  
That's hard to believe—  
but when you see  
this Barthelme talker  
doing over  
50% bigger business  
than any previous attraction  
at the Central  
on Broadway—  
breaking house records  
at the Melba, Dallas,  
and the Lafayette, Buffalo—  
holding over  
for THREE weeks

at the Pantheon, Toledo,  
and FOUR at the Stillman,  
Cleveland—  
"lining them up  
for two or three blocks"  
at the Grand, Pittsburg,  
opening—  
and, in fact,  
breaking records  
in EVERY one  
of its runs to date—  
then it begins  
to look very much  
as though the gentleman  
from Chicago  
has hit the nail on the  
nozzle....  
"Weary River" MUST be  
THE BIGGEST PICTURE  
IN TWENTY YEARS—  
And 20 years  
is all there is  
of Motion Picture history....  
there isn't any more!

## First National





# "Can it be possible— FOUR such COMPANY

You said it, Mr. Exhibitor. But we don't blame you for getting excited. No producing company in the history of the industry has ever released before, such an array of big money-

## —MARCH—

### DOUGLAS FAIRBANKS

in the greatest box-office picture he has ever made. Broke house record for first and second week at the Rivoli-United Artists, N.Y. Now in third record week, in

### "THE IRON MASK"

Doug's voice is heard on screen for the first time. An Allan Dwan Production.



### D. W. GRIFFITH'S

latest picture, a singing and sound production did big business in Chicago and opened at the RIALTO, NEW YORK to record crowds, Lupe Velez, singing Irving Berlin's theme hit, proving sensation of

### "LADY of the PAVEMENTS"

with William Boyd,  
Jetta Goudal,  
Lupe Velez.





# pictures from ONE in Two Months?"

making pictures as are coming from UNITED ARTISTS. You have a right to be amazed—the whole industry is amazed at what we are releasing for MARCH and APRIL.

## —APRIL—

### MARY PICKFORD

the supreme achievement of her entire career. A new Mary, a modern, grown-up, bobbed hair Mary. sparkling, magnetic, marvelous, in a screen adaption of a great stage hit,  
**100%** Talking Picture

### "COQUETTE"

AM  
AYLOR  
roduction



### ROLAND WEST'S

Thrilling, gripping picture—a tense, dramatic melodrama. Hailed by 1500 at recent preview in Hollywood as "greatest ever made—silent or talking." Adapted from the play  
"NIGHTSTICK" **100%**  
TALKIE

### "ALIBI"

By John Wray,  
J. C. Nugent  
and  
Elaine Sterne  
Carrington



**NOT JUST ONE  
BIG ONE**  
Once in a while  
**BUT ALL BIG ONES,**  
all of the while.

**That's  
UNITED  
ARTISTS**

## U's N. W. Stage Shows?

Portland, Ore., March 12.—Stage shows are reported scheduled for 11 Universal suburban houses here shortly. These houses are operated locally by Multnomah, Universal holding a minor interest in the enterprise.

Fred Falder, general manager for Universal Chain Enterprises, in New York, stated he had not been advised of any proposed change in operating policy for the Portland theatre. He added the group was locally operated.



## JOHNNIE DUNN

Handling Fanchon & Marco's "BEAUTY IDEAS"

Mr. Dunn, J. L. Laver's stage, 12 A. Reports to all say this is the best.

## West Coast Motion Picture Directory of Directors and Writers

## Doris Anderson

Dialogue  
Paramount-Famous-Lasky

## Carlo De Angelo

Directing Movietones for  
M-G-M

## Horace Jackson

Writing for  
Pathé

## Byron Morgan

Original Stories  
Current Release, "Flying Fleet"

## GEORGE SCARBOROUGH

Consulting Dramatist  
United Artists

## RALPH SPENCE

DIALOGUE FOR M-G-M

## W. B. Exhibs' Battle in Minneapolis Called Off

Minneapolis, March 12.—After Warners made a truce with M. W. Miller, owner of the Lech theatre, Clouet, Minn., and agreed to permit its sound product to be played in the Miller theatre, the battle with Talk-a-Phone, its cases were given a hearing before the Joint Board of Arbitration last night.

Warners had been unable to secure exhibitors to sit on the company's cases because of claimed "personal prejudice" Miller had declared he did not feel justified in being of service to the company by sitting as an arbitrator. Oliver Rowe and George Carriach followed Miller's lead in walking out and other exhibitors could not be secured to take their places on the board.

Miller resumed his place on the board immediately after Warners signed a contract with him.

## Fox's Chi Films

Chicago, March 12.—Understanding here is that Fox would be free to utilize his own film product in the event of having a Loop house. While M-G-Pictures are tied up to a 10-year iron bond contract with Balaban and Katz, preventing that producer from coming into Chicago outside of B. & K., Fox is known to have no binding agreements with either B. & K. or anyone else for his films.

B. & K. has five or six pic pictures from Fox already bought which will be shown here this year. Most of the Fox product has been and still is in the open market. Fox retaining the privilege of holding out at any time.

## PAPER BALL SUIT

Dallas, March 12.—A \$5,000 suit has been filed here against Public by Mrs. G. D. Edkins. Woman charges a paper golf ball knocked the audience by a chorine in "Teasing Or" (unit) injured her left eye.

MALCOLM STUART BOYLAN  
EDITORIAL SUPERVISOR  
FOX  
(Tulsa Bishop)

## HARVEY H. GATES

WRITER  
WARNER BROS.  
"The Desert Song"

## Ben Holmes

Movietone Director  
Universal

## Sonya Levien

Writing continuity on current  
Frank Borzage Production  
FOX

## Earle Snell

Writing Feature Comedies

## JOHN GRIFFITH WRAY

DIRECTING  
"DIVERSION"  
First National Vitaphone Special

## Drive Crazy

Rochester, N. Y., March 12.—Town is drive crazy. No less than eight separate campaigns for funds and members to give organizations more than \$3,000,000 since Jan. 1. 1929. Workers angry and victims pretty flat. Biggest drive of all, \$125,000 for the Community Chest, is yet to come.

Theatres attracted, managers say, the drives taking both workers and cash from box offices.

## Cleveland Split

Cleveland, March 12.—Universal and Variety Amusement Company have finally split their theatrical interests here, bringing to a conclusion a deal that has been hanging fire for several weeks. Both companies hereafter will operate their own theatres, mainly neighborhoods, independently.

Jimmy Carrier has been appointed general manager of the local Universal houses, the Cedar-Lee, Hilliard, Square, New Broadway, Detroit and Oriental. Sound being installed in all. Prices hiked 10 cents to cover the extra overhead. Variety Company, on its own, will control the Imperial, Variety, Homestead, Kinsman-Morland.

## Can't Figure How Yeggmen

## Wrecked Theatre Safe

Los Angeles, March 12.—Yeggmen burrowed their way into the new Golden Gate picture on Whittier Boulevard, operated by West Coast Junior circuit, and broke into a supposedly burglar proof safe. Got away with about \$100, after causing a lot of damage to the office.

Management unable to figure out just how the safe was tapped. No "scoop" used and nothing to indicate torches, yet the safe was badly wrecked.

## "Still" Hounds

Middletown, Conn., March 12.—Woolyha college students can't just relax taking pictures from jolly displays. Every time the Middletown theatre uses photos of girls in semi-nude, or with a goodly display of limb, the pictures disappear.

This twirling has been going on for some time. Last week the police paid a visit to a dormitory at the college and found the missing pictures decorating the walls. No arrests were made as the boys promised to lay off.

## H. B. Kester Dead

Pittsburgh, March 12.—Harold B. Kester, among the moving picture old guard, succumbed to a heart attack at Canonsburg, Pa., last Thursday (March 7) while en route to Fairmont, W. Va. Body was returned here for burial.

Kester, formerly of the Cameraphone theatre, last week was on his way to Fairmont to buy another theatre when stricken. His integrity was recognized through out the industry to the extent that no distributors ever assigned a checker to his house when he played a picture on percentage.

## Non-Synchronous Operators Come Under A. F. M. Head

As a result of the recent controversy in Chicago as to jurisdiction of union men operating non-synchronous music machines, the I. A. coxes have concluded that this work comes under the proper jurisdiction of the American Federation of Musicians.

Both international presidents went over the ground and reached this agreement, which does not, however, include recognized synchronized operation or the rights of I. A. men to any work on installation or care and repair of such apparatus. It is accepted among the unions that non-synchronous machines are music-making in classification, designed and intended to displace musicians.

It was this lack of understanding that had the Chicago stagehands and operators feuding with the musicians as to rights.

## Penn Legislators After Sunday Leniency Again

Pittsburgh, March 12.—Local legislators supporting bills for Sunday amusements in Pennsylvania will make a determined effort this week to have the House Committee on Law and Order organize and act on proposed measures for the repeal of the state's ancient law. Committee has 24 bills bearing on Sunday's racing, sports and theatres.

The meeting is not held within a few days, legislators backing measures for a more lenient Sunday plan of operation. The committee is mandating the committee meet and consider the bills. There are 40 members of the committee, a majority from the rural districts. Because of this, it is regarded as unlikely that bills dangerous to public morals will receive a favorable report. One bill would permit Sunday racing.

## \$33,688 Settlement

Los Angeles, March 12.—With the payment of \$33,682 litigation instituted in the United States District Court, Seattle, by the National Theatre Supply Co., against Shearer-Larson Investment Co. (formerly the B. T. Shearer, Inc.) and its trustees, B. T. Shearer and A. M. Larson, was settled out of court.

Action grew from a sale in 1926 of the assets of B. T. Shearer Co. to National Theatre Supply. Latter claimed that there was a shortage of assets in the transfer and that there proper adjustment had not been made when this transfer took place.

## PLAZA CLOSES

Leo Brecher has closed the Plaza, 65th and Madison, New York, one of three theatres he operated in the Manhattan district. Explains that he had a shortage of a shortage of assets in the transfer and that there proper adjustment had not been made when this transfer took place.

Tom Gavin John Alamo March 12.—San Antonio, March 12.—Thomas Gavin has taken over the exploitation management of the Alamo Amusement Co., succeeding Joe M. Bates, resigned. Gavin's work includes the three Alamo houses, Plaza, Alamo and Riohito.

## B-S-D Merger Delayed

Brithelphone - Sonora - DeForest merger contract is still hanging fire. Contract was all set for signing last week, according to the Brithelphone office.

Down DeForest way, however, they say they are still giving the Brithelphone the once over before amalgamating.

## BENNY MEROFF



Breaking All Records  
Marks Bros. Granada  
Marbro Theatres,  
Chicago, Ill., Indefinitely

## DOROTHY CROOKER

AND  
GUY BUCK  
Featured in  
FANCHON AND MARCO IDEAS

## KEMMER KING

MUSICAL MASTER OF CEREMONIES  
Directing FANCHON & MARCO  
Collected Theatre, Oakland, Calif.



5th Ave.  
Theatre,  
Seattle,  
Wash.

## JACQUES RAY

MYSTERIES OF INDIA  
NOW FEATURED IN  
FANCHON AND MARCO'S  
HOTTER HOT IDEA

## JERRY ROSS

Producing  
M. C. AND BAND LEADER  
CAPITOL, JACKSON, MICH.  
DIRECTING WM. MORRIS OFFICE

## Foster Girls at the Paramount, N. Y.

This Week in "HAPPY GO LUCKY"

Devised and Staged by CHAS. A. NIGGEMEYER

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## THE BROADWAY MELODY

*New York! Los Angeles! A riot at \$2. Making history! And now in Cleveland, Stillman scale advanced from pop prices to \$2 Twice Daily, amazes show world by S.R.O. business!*

## THE VOICE OF THE CITY

*Willard Mack's 100% Talking Melodrama (also silent version) is another sample of Young Blood in the Talking field! It's a house-packer!*

**WILD ORCHIDS**—Greta Garbo's romantic thriller is sensational hit. San Francisco, Chicago, Los Angeles, everywhere it tops the town.

**THE PAGAN — HEAR RAMON NOVARRO SING!** Reams of publicity about his great operatic voice. Now they'll hear him!

**THE DUKE STEPS OUT**—William Haines and Joan Crawford in a grand entertainment. Oh boy, how the hits roll in!



# All over the MAP

26 Sales  
and Service  
Branches  
Throughout  
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States  
and Canada  
Write for List



Pacient Reproducer Systems  
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**SERVED**

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Warner Bros.

First National  
Vitaphone  
United Artists



All over the map!

DOTS indicate installation already made or will be made shortly.

STARS indicate cities where six or more Pacient Systems are installed or are on order for delivery soon.

## In large and small houses

The list below shows some of the theatres ordering Pacient Reproducer Systems up to February 15th. Many are actually installed and giving daily service.

COLONIAL, Detroit, Mich.  
LIBERTY, Peru, Ind.  
REGENT, Cleveland, Ohio  
BAYLES, New Bedford, Mass.  
NORFOLK-PLAZA, Cincinnati, Ohio  
PLAZA, Linden, N. J.  
UNION, Union, N. J.  
OPERA HOUSE, New Brunswick, N. J.  
ROXY, Perth Amboy, N. J.  
STRAND, Union, N. J.  
WASHINGTON, Chester, Pa.  
STATE, Erie, Pa.  
ORPHEUM, Livingston, Mont.  
REX, Idaho Falls, Idaho  
WELLS, Edwardsville, Ind.  
PARK, Ishington, Pa.  
CINEMA, Cleveland, Ohio  
NEW SUN, York, Nehr.  
BIJOU, Harvey, N. D.  
RIALTO, Cushing, Okla.  
CAPITOL, Ashboro, N. C.  
PRINCESS, St. James, Minn.  
WALDORF, Lynn, Mass.  
OLYMPIA, Cleveland, Ohio  
COMPOUE, Lynn, Mass.  
ALHAMBRA, Quincy, Mass.  
PARK, Barberton, Ohio  
QUINCY, Quincy, Mass.  
STRAND, Ridgeway, Pa.  
TELLE SQUARE, Scranton, Mass.  
ROWLAND, Wilkesburg, Pa.  
GRAND, Camden, N. J.  
RIALTO, Scollay Square, Boston, Mass.  
RIALTO, Woodbury, N. J.  
CHEVY CHASE, Washington, D. C.

GUTHRIE, Grove City, Pa.  
AVENUE GRAND, Washington, D. C.  
GRAND OPERA HOUSE, Westchester, Pa.  
ORPHEUM, Mesominee, Wis.  
ARIS, Erie, Pa.  
PEARL, Philadelphia, Pa.  
PERRY, Erie, Pa.  
ELITE, Philadelphia, Pa.  
COLONIAL, Pompton Lakes, N. J.  
CENTRAL, Washington, D. C.  
RIALTO, Westchester, Pa.  
TOWERS, Camden, N. J.  
GRAND, Titusville, Pa.  
GLOBE, Atlantic City, N. J.  
MONTCLAIR, Montclair, N. J.  
LINCOLN, Union City, N. J.  
GARDEN, Charleston, S. C.  
LEXINGTON, Lexington, N. C.  
CONCORD, Concord, N. C.  
CAPITOL, Lowell, Mass.  
PARAMOUNT, Chicago, Ill.  
DIXWELL, New Haven, Conn.  
ASTOR, Minneapolis, Minn.  
SCHENLEY, Pittsburgh, Pa.  
GOODWIN, Newark, N. J.  
UNITED STATES, Hoboken, N. J.  
CENTRAL, Jersey City, N. J.  
SANFORD, Irvington, N. J.  
OLYMPIC, Pittsburgh, Pa.  
LIBERTY, Sharon, Pa.  
AMBASSADOR, Philadelphia, Pa.  
VILLA, Philadelphia, Pa.  
GLOBE, Philadelphia, Pa.  
LAWNSDALE, Philadelphia, Pa.  
EMBASSY, Jenkintown, Pa.  
ROME, Washington, D. C.

ALHAMBRA, Philadelphia, Pa.  
GARDEN, Paterson, N. J.  
ORPHEUM, Titusville, Pa.  
COLUMBIA, Brookville, Pa.  
JEFFERSON, Pottsville, Pa.  
MANOR, Philadelphia, Pa.  
IMPERIAL, Philadelphia, Pa.  
GARDEN, Princeton, N. J.  
TIVOLIA, Newark, N. J.  
STRAND, Winsted, Conn.  
EMPRESS, Danbury, Conn.  
PARKER, Darby, Pa.  
MANOR, Pittsburgh, Pa.  
PLAYHOUSE, Ridgewood, N. J.  
APOLLO, Marlborough, W. Va.  
RIALTO, Westfield, N. J.  
BUTLER, Butler, N. J.  
BAKER, Dover, N. J.  
STANLEY, Newark, N. J.  
BELMAR, Pittsburgh, Pa.  
ARSENAL, Pittsburgh, Pa.  
CAPITOL, Newark, N. J.  
BRADDOCK, Bradock, Pa.  
BROAD, Pump Grove, Pa.  
COLONIAL, Atlantic City, N. J.  
RITZ, Newark, N. J.  
REGENT, Newark, N. J.  
HAWTHORNE, Newark, N. J.  
SHERWOOD, Philadelphia, Pa.  
STRAND, Pittsburgh, Pa.  
CAPITOL, Belleville, N. J.  
CLUSTER, Johnston City, Ill.  
CAPITOL, Chambersburg, Pa.  
STRAND, Pottstown, Pa.  
ROYAL, Bloomfield, N. J.

CHANFORD, Cranford, N. J.  
HOLLYWOOD, East Orange, N. J.  
HAMILTON, Lancaster, Pa.  
MILLBURN, Millburn, N. J.  
ROOSEVELT, Union City, N. J.  
EUREKA, Hackensack, N. J.  
BELLEVUE, Upper Montclair, N. J.  
COLONIAL, Wilkesburg, Pa.  
LINCOLN, Troy, N. Y.  
STATE, Dallas, Tex.  
PALACE, Bryan, Tex.  
COLONIAL, Florence, S. C.  
GLEN, Glen Cove, L. I.  
CAYIAGA, Philadelphia, Pa.  
HERMAN, San Francisco, Calif.  
AMBASSADOR, Washington, D. C.  
APOLLO, Washington, D. C.  
ROXY, Rocky Mount, N. C.  
HARROWGATE, Philadelphia, Pa.  
RUBY, Philadelphia, Pa.  
PLAZA, Pittsburgh, Pa.  
LIBERTY, Pittsburgh, Pa.  
DUNKIN, Cushing, Okla.  
YORK, Washington, D. C.  
COLONY, Washington, D. C.  
CAPITOL, Allentown, Pa.  
HUDSON, Kearny, N. J.  
ROOSEVELT, Newark, N. J.  
19th ST. THEATRE, Allentown, Pa.  
RITZ, Jersey City, N. J.  
SUN, Holdrege, Nehr.  
GRAND, Kingston, N. C.  
FOREST, Cincinnati, Ohio  
COMET, St. Louis, Mo.  
BROADWAY, Buffalo, N. Y.

**\$2,500 for Complete, Synchronous, Double-Channel Equipment for House up to 2,000 Seats—Larger Houses \$3,500—Outright Sale—No Weekly Service Charges**

**PACENT REPRODUCER CORP. 250 WEST 39th STREET, NEW YORK, N. Y.**

LOUIS GERARD PACENT, President

Telephone, Wisconsin 1029, 1030

# IRELAND FOREVER

(No. 627—Straight from the Shoulder Talk by Carl Laemmle,  
President of the Universal Pictures Corporation)

ONE HUNDRED AND THIRTY-THREE FIRST CLASS THEATRES  
will feature "The Cohens and Kellys at Atlantic City" during the week open-  
ing on the "fiveteenth o' Maaarch"—otherwise known as St. Patrick's Day.  
**ONE HUNDRED AND THIRTY-THREE SIMULTANEOUS OPEN-  
ings on a picture that will rock the world with laughter!**

YOU HAD THE "COHENS AND KELLYS" AND THEN YOU HAD  
"The Cohens and Kellys in Paris"—and you mopped up.  
**THIS YEAR IN ADDITION TO THE REPUTATION OF THE FIRST  
two pictures, you're going to have the funniest picture of the famous series.**

THIS ONE, BY THE WAY, IS NOT ONLY PACKED WITH  
laughs, but it is much more "dressed up" than the previous ones. The settings  
are lavish and the effects are the very last word in cleverness and modernity.

THE DIRECTOR—WILLIAM JAMES CRAFT—HAS MADE EASILY  
the best audience picture of his highly successful career. He knows audiences  
inside and out, upside and down, backward and forward—and he plays on their  
irrisibilities as skilfully as a great pianist tickles the ivories.

## NOW PLEASE NOTE:

IN THIS PICTURE COHEN AND KELLY ARE MANUFACTURERS  
of bathing suits for girls. This means that the director had to have great lots of  
beau-u-tiful girls to wear the bathing suits. Will your audiences like beautiful  
girls in beautiful bathing suits? Does a duck swim?

AND GEORGE SIDNEY, WHO HAS MADE MILLIONS LAUGH,  
is at his very funniest in "The Cohens and Kellys in Atlantic City." Never was  
any story so made to order for this inimitable comedian. Never did he have  
such opportunity to show his stuff.

## YOUTH, BEAUTY AND COMEDY!

## GORGEOUSNESS, CLEVERNESS AND SKILL!

ALL THESE ARE COMBINED IN "THE COHENS AND KELLYS  
in Atlantic City"—and commencing with the day of St. Patrick, the world will  
be a funnier place to live in!



## BOOKINGS BEGINNING ST. PATRICK'S DAY

Panama, Memphis, Tenn.  
Palace, Covington, Tenn.  
Palace, Newberry, Tenn.  
Canaan, Niagara Falls, N. Y.  
Lafayette, Buffalo, N. Y.  
Rockaway, Rochester, N. Y.  
Ritz, Cincinnati, Iowa  
Cecil, Macon City, Iowa  
Pines, Ft. Dodge, Iowa  
Grand, Independence, Mo.  
Majestic, Dubuque, Iowa  
Summit, Cedar Rapids, Iowa  
Orchard, Des Moines, Iowa  
Grand, Birmingham, Ala.  
Capitol, Atlanta, Ga.  
Kaufman, Nashville, Tenn.  
Rivers, Knoxville, Tenn.  
Bella, Graham, Ala.  
Midland, Birmingham, Ala.  
Palace, Cedarhurst, Ga.  
Imperial, Griffin, Ga.  
Wadsworth, Clayton, Ala.  
Wadsworth, Calver, Ala.  
Adams, Jacksonville, Fla.  
Beacham, Orlando, Fla.  
Plant, St. Petersburg, Fla.  
Grand, Lake City, Fla.

Erma, Bartow, Fla.  
Alhambra, Milwaukee, Wis.  
Parkway, Madison, Wis.  
Ritz, Oakbrook, Wis.  
Capitol, California, Pa.  
Star, Monaca, Pa.  
Liberty, Wheeling, W. Va.  
Grand, Penshurst, Pa.  
Harris, Johnstown, Pa.  
Kings, Erie, Pa.  
Grand, Hartley, Iowa  
Lagoon, Fremont, Neb.  
Radio, Missouri Valley, Iowa  
Radio, Beattie, Neb.  
Grand, Hastings, Neb.  
Swan, Columbus, Neb.  
Capitol, Grand Island, Neb.  
Edinburgh, Elkhart, Ill.  
Grand, Robinson, Ill.  
Capitol, Elmhurst, Ill.  
Jefferson, Jefferson City, Mo.  
Liberty, Springfield, Mo.  
Ambassador, St. Louis, Mo.  
Arco, Union, N. Y.  
Proctor's Grand, Albany, N. Y.  
Proctor's, Schoharie, N. Y.  
Proctor's, Troy, N. Y.

Glenn, Gloverville, N. Y.  
Royal, Kansas City, Mo.  
New, Hockley Falls, N. Y.  
Cambridge, Cambridge, N. Y.  
Allen, Akron, Ohio  
Liberty, Youngstown, Ohio  
Fortville, Yorkville, Ohio  
Lyric, Wooster, Ohio  
State, Toledo, Ohio  
Grand, Hamilton, Ohio  
Crest, Newark, Ohio  
Grand, Ashland, Ky.  
Columbia, Athens, Ohio  
Lakona, Collins, Ohio  
Grand, Lexington, Ky.  
Liberty, Zanesville, Ohio  
Palace, Cincinnati, Ohio  
Grand, Colusa, Ohio  
Kath-Albee, Boston, Mass.  
Victory, Providence, R. I.  
Bliss, Springfield, Mass.  
Palace, Pueblo, Colo.  
Acme, Denver, Colo.  
Acme, Riverton, Wyo.  
Big Horn, Boulder, Wyo.  
Loma, Sheridan, Wyo.  
Imperial, St. John, N. B.

Galaxy, Fredrickton, N. B.  
Royal, Kansas City, Mo.  
Palace, Minneapolis, Minn.  
Palace, Duluth, Minn.  
Dixie, Redwood Falls, Minn.  
Loh, Cloquet, Minn.  
Orchard, Fargo Falls, Minn.  
Lyric, Crookston, Minn.  
Liberty, Okemos, Mich.  
State, Topeka, Okla.  
Earl, Sand Springs, Okla.  
Oscar, Opaok, Okla.  
Metropolitan, Okla.  
Golden, Newport News, Va.  
Georbl, Bristol, Va.  
Bryd, Richmond, Va.  
Earle, Washington, D. C.  
Rialto, Baltimore, Md.  
Royal, Silver, Ia.  
Moore, Tipton, Ia.  
Aunt, San Antonio, Tex.  
Victoria, Victoria, Tex.  
Pittman, Fort, Tex.  
Metropolitan, Colled, Tex.  
Grand, Flint, Mich.  
Lee's, Three Oaks, Mich.  
Calverly, St. Joseph, Mich.

Lyric, Madison, Mich.  
Panama, Vancouver, B. C.  
Capitol, Dallas, Tex.  
Metropolitan, Houston, Tex.  
Palace, Ft. Worth, Tex.  
Oscar, San Luis, Tex.  
Palace, Berkeleyside, Tex.  
Emma, Pateros, Tex.  
Capitol, El Paso, Tex.  
Panama, Portland, Ore.  
Panama, Los Angeles, Calif.  
Panama, San Jose, Calif.  
Golden, Reno, Nevada, Calif.  
Midway, Yreka, Calif.  
Belvedere, Fontana, Calif.  
California, Ontario, Calif.  
Cinema, Spokane, Wash.  
Panama, Seattle, Wash.  
Panama, Tacoma, Wash.  
Panama, Fresno, Calif.  
Panama, San Francisco, Calif.  
Alhambra, Sacramento, Calif.  
State, Eureka, Calif.  
El Camino, San Rafael, Calif.  
Temple, San Rafael, Calif.

-- Silent or Sound - Carl Laemmle Leads the Way!!!





# "THE LETTER

must certainly be the best talking screen play that has yet been devised," says the *New York Herald Tribune*. Playing to S. R. O. \$2 business at the Criterion Theatre, New York. "It will be a great picture for years," says the *New York Mirror*. Starring

## JEANNE EAGELS

With O. P. Heggie. From the play by W. Somerset Maugham. Directed by Jean de Limur. Another all-talking hit from

"Jeanne Engels does a magnificent piece of work. The most ambitious 100% drama picture to reach a cinema house. Voices are well synchronized, all registering well. Certainly the talkies have done right by this one."  
—*New York Daily News*

"Intelligently produced and most competently acted. True passages of life-like drama. Compellingly performed."  
—*New York Times*

"Jeanne Engels in 'THE LETTER' gives one of the most gorgeous portrayals ever caught upon the silver sheet. A talking picture triumph."  
—*New York American*

"Strong red meat. Generally a suspenseful drama that proves the female of the species continue more deadly than the male. Climaxed with five minutes at the close that will well high rock them off their seats, with Jeanne Engels hurling such rocks."  
—*Film Daily*

"A well-directed, intelligent and absorbing drama. Jeanne Engels is splendid."  
—*New York Evening Post*



# PARAMOUNT

CHARLES MOSKOWITZ

JOE VOGEL

FRED A. FLADER

H. M. MESSITER

SAM DEMBOW, JR.

BILL SAAL

SPYROS SKOURAS

ED. ALPERSON

CHARLES S. LEVIN

JACK SULLIVAN

CHARLES MOSKOWITZ

JOE VOGEL

FRED A. FLADER

H. M. MESSITER

Dear Charlie and Joe:

Last week at the Chinese Theatre in Los Angeles, I fought my way through crowds to see BROADWAY MELODY, and how I enjoyed it and how I envied you.

But listen, Charlie and Joe. Since I returned from the Coast we screened a picture, MOTHERS BOY, an ALL TALKING, ALL SINGING Melody Drama with Morton Downey that makes me honestly feel that we have a better picture than "Broadway Melody."

I feel certain that you are just as happy about this as we are, because being in the theatre business you want good pictures, and whether they bear the roaring lion or the crowing rooster is secondary. It's the results at the box-office that count.

Sincerely,



SAM DEMBOW, JR.

Dear Sam and Bill:

I am sure that you took an intense pride in the fact that Paramount produced and released such a marvelous picture as THE CANARY MURDER CASE. I saw the picture and thought it was great, and I know that it is doing a tremendous business in all of your theatres.

But let me tell you something, Sam and Bill. You haven't seen anything yet.

MOTHER'S BOY, the All-Talking and Singing PATHE picture, from a box-office standpoint starts where "The Canary Murder Case" leaves off, and I am sure you will share my enthusiasm when you see it.

Sincerely,



BILL SAAL

SPYROS SKOURAS

ED. ALPERSON

Dear Spyros and Ed:

Because of the perseverance and foresight of Warner Brothers, we have a new medium of expression in this business of ours; that is Talking Pictures. Two of the greatest talking pictures, THE JAZZ SINGER and THE SINGING FOOL were produced by your company, and when I say great I mean great—both from an artistic and box-office standpoint.

These two pictures had a very rejuvenating effect on all of the theatres. They have been rejuvenated just in time to appreciate a better picture than either one of them. It is MOTHER'S BOY, an All-Talking and Singing PATHE Melody Drama that will establish new motion picture history.

It looks like it's another picture for the Hall of Fame.

Sincerely,



CHARLES S. LEVIN

JACK SULLIVAN

Dear Jack and Charlie:

Mr. William Fox and Mr. Winnie Sheehan again demonstrated what a new idea was worth in the picture business by giving the public "IN OLD ARIZONA." And then to prove that it wasn't an accident, they repeated with "HEARTS IN DIXIE."

Both Mr. Fox and Mr. Sheehan undoubtedly feel very gratified because the results at the box-office substantiated their judgement. I sat spellbound through both of them. But let me tell you something. This business moves fast. Your company makes a big picture and then makes a bigger one—and now we make one that surpasses either of them.

That picture is MOTHER'S BOY, a Singing, Talking Pathe Melody Drama with the golden voiced tenor Morton Downey, playing the leading role.

Sincerely,



These letters are very personal, indeed  
But as a special favor you may read them

MOTHER'S BOY—Pathe All Singing—All Talking Picture  
with MORTON DOWNEY Broadway's Golden Voiced Tenor



# Keith's in 10 Divisions for Its Theatre Operation, With 3 Divisional Managers Named

**Divisions.**  
**Chicago.** Earl Crabbe  
**Pacific Coast.** Open  
**New York.** Dave Boehler  
**New York State.** Open  
**Boston.** J. E. Finkelson  
**Orpheum.** Open  
**Cleveland.** Open  
**Minneapolis.** Open  
**New England.** Open  
**Canada.** Open

**Divisional Territory.**  
 Chicago—Chicago, Milwaukee, St. Louis, Kansas City, Minneapolis, New York.  
 Pacific Coast—All Keith's (Orpheum) theatres west of Denver.  
 New York—City of New York (Orpheum).  
 Brooklyn—City of Brooklyn.  
 New York State—All remainder of New York, New Jersey, New England, excepting Brooklyn.  
 Association—All Keith's (Orpheum) in the U. S. and Canada.  
 Cleveland—Cleveland, Youngstown, Dayton, Toledo, Akron.  
 Minneapolis—Minneapolis, St. Paul, Omaha, Des Moines, Winnipeg, Sioux City, Des Moines.  
 New England—All Keith's houses in New England, inclusive of Boston.  
 Ottawa—City of Ottawa.

For territorial theatre operation, Joe Plunkett, theatre operator for Keith's, has divided the chain into 10 divisions, as above outlined, with the general manager of each division as far named by Plunkett. All of the general managers will report directly to Plunkett at his New York headquarters.

John Royal, in Cleveland, has remained effective in a month.

Previously Keith's operated in about four divisions, with Chicago the large center outside of New York. Major Thompson, known as an "Albee man," has been in charge of the New York, with Royal as a "Murdock man" in charge of the Chicago division.

It is said that Thompson has been offered the Keith's contact post, which would bring him into close relations with the labor union. From understanding he has not accepted.

New names to vaudeville among the divisional general managers are Messrs. Crabbe and Finkelson.

Crabbe was in the employ of the Davis, Pittsburgh, when it recently started with a two-day vaudeville show, with managers not previously. In Pittsburgh he attracted attention.

Crabbe has been with the Stanley chain, having handled the eastern end of the Stanley-Fabian circuit in that city.

**Joe Smith's Throat**  
 Joe Smith (Smith and Dale) of the original Avon Comedy Four, is affected with a serious throat ailment. Two weeks ago he was compelled to leave the stage when he trouble first showed. After a slight operation, Smith's health started to close. It was feared that Smith would never be able to sing again and while the singer was as to the full recovery of the vocal cords, a second operation is reported entirely successful.

**Nellian Poised**  
 Marshall (Mickey) Nellian, the film director, may try vaude in person. He's rehearsing a comedy sketch of four people.

**VETERAN DIES**  
 Willie-Barre, Pa., March 13. Star Mickey, 75, vaudeville star for many years, died on a Lehigh Valley sleeper after concluding three days' engagement at the local P.O. Saturday night.

## F. & M. Units in Chicago; At Sheridan April 15

Chicago, March 13. (Function and Marco "Ideas") units will play the Sheridan and Terminal theatres, this city. These are the major houses of the Anchor Bros. chain, now in receivership, and operated for Fox by Joe Leo. Marco was here last week on his way east and completed negotiations with Leo.

Sheridan, now dark, reports April 15th as F. & M. unit, the Terminal, following a week-late. Two more local stands are supposedly being lined up for the F. & M. stage shows.

Sheridan marks the first appearance of an F. & M. troupe east of Salt Lake City. Most in reports counting on a route of seven or eight weeks from Salt Lake to Chicago.

Marco arrived in New York last week after a short tour for a talent hunt. Coast unit producer has been catching from four to six shows daily.

Possibility that the Function and Marco ideas may ultimately play far east than Chicago.

## Fox, B'klyn, in Vande; 8 Acts Start This Week

New Fox house at Flatbush, N.Y., and Fulton intersection in Brooklyn, will start a new vaudeville bill instead of presentations starting this Saturday, (March 16). The opening bill includes Ray, Blossom Selzer and Benny Flay, Blossom Selzer and Benny Flay, Blossom Selzer and Benny Flay, Blossom Selzer and Benny Flay.

The Fox house has been open about seven months. It has all kinds of opposition in that neighborhood, being within a radius of the Orpheum, Paramount and Albee theatres.

## 10,000 30c Tickets Missing At Keith's 10th, Cleve.

Cleveland, March 12. Investigators here on behalf of Keith's, New York, are reported to have discovered a discrepancy of 10,000 30c. tickets at Keith's 10th Street vaudeville theatre. The other Keiths are the Palace and Hip.

Nothing more is locally known of the matter. It is said the New York headquarters have actively taken up the missing coupon mess.

## Murdock Buys 4 Homes

Los Angeles, March 12. J. J. Murdock while out here spent much of the week in the city and buying up real estate. From the properties he acquired are four residences. The first one will be used by the Murdocks.

Of the other homes, one will go to the former vaudeville producer, one to Pat Casew and the other for visiting friends.

## No Deal

Syracuse, N. Y., March 12. Jackie Coogan and his wife home from Europe and ready for a new fling at vaudeville, wanted to play the local circuit.

John J. Burnes, local Keith representative, thought it could be arranged for a week.

Coogan, Jr. mentioned \$5,000 for the week.

## Ban Commercial Plugs

Keith has ordered elimination of commercial plugs by all acts in R-K-O theatres. Order also goes for managers who plug local merchants through their vaudeville bills.

Keith's policy was sent out Monday in letter form to the bookers, managers and agents.

Order banning merchandise plugs reported received in an incident in a Keith house recently. A comedy act used a plug for a automobile and its paraphernalia. Act charged the manager of the house with supplying an unusable car because, by doing so, the manager received a 30 per cent discount on his own car.

## VALLEE \$4,000 FROM PUBLIX

## Opens at Paramount, N. Y., Apr. 20-10 Wks.

Radio publicity has jumped Rudy Vallee into abnormal box office merit, peaked by the \$4,000 a week he will receive from Publix for a 10 weeks' minimum stay at the Paramount, New York, Vaudeville Theatre, beginning April 20.

Vallee is currently at the RKO Palace at \$1,500 a week with a 10 week stay. This is his third week of a four week marathon. He continues in the RKO metropolitan houses until the Public date. In addition, the Villa Venice has been rechartered the Villa Venice where he plays nightly for dance and supper-dances. He is also doing ten engagements at the Hotel New York, New York, under the National Broadcasting Company's personal representative for Vallee, made the Fox stage manager.

## M-G's Short Names

Van and Schenck, having made four sound shorts for M-G-M, will make four more.

They were formerly backed by M-G for shorts Little-Titta Ruffo (3); Happiness Boys; Jimmy Hunsley; The Price; Fretta Fretta; Feller Sisters and Lynch; Marlan Kulenko; Revelers (2); Nanette Gifford and Max Rosen (2); and the Gilbert and Sullivan Mae Ensemble.

## Vincent-Goodman West to Look Over Pan Circuit

Frank Vincent, in New York for the first time, returned to Los Angeles yesterday (Tuesday) with Maurice Goodman, general counsel for the R-K-O Circuit.

Called to New York by R-K-O heads, Vincent was placed on the executive staff of the circuit. His future duties, not yet definitely set, may keep him on the coast. Understanding is that both men will look over the Pantages Circuit with thoughts of buying or affiliation.

While formerly booked by the Orpheum Circuit and later became divisional manager for Keith's in the West, Vincent is now a resident of Los Angeles.

## COHES' EXCITEMENT

Colleen N. Y., March 12. Report received that a chain system is negotiating for property here for a vaude house. City has the richest vaudeville entertainment for years, its two theatres playing pictures.

Town's population is 25,000.

LeMaire's New Rocket Rufus LeMaire has quit show business and accompanying headliner.

Rufe has gone to Chicago to exercise recently purchased Illinois state rights to a new patent cigar lighter.

# Fans Go Sectional on Choice For R-K-O Broadcast Program

## Palace, N. Y., Doing Three Sunday Shows

Keith's Palace, New York, last two-a-day straight vaudeville house in the east, went three-a-day Sunday for the one day. Recently improved business at Keith's show window was announced by the act as reason of the extra Sabbath performance.

To allow for the added show, Sunday matinee went on at 2 p. m. instead of 3 p. m. Afternoon show was in effect.

Palace has been a strict two-a-day house since opening. Extra shows were made on New Year's Eve only, with a midnight performance.

Whether there will be additional compensation for acts playing the extra show was not announced.

Nearest two-a-day (Keith's) or Keith-booked theatre to the Palace has been the Davis, Philadelphia, and Davis (Warner-Stanley), booking through-Keith's, switched to three-a-day last week after a short break with revived two-a-day.

Capacity gross for the one more Sunday performance, at \$1.50 top, would be between \$2,000 and \$2,500.

Palace gross for the three shows Sunday is \$3,500.

Super(second) show played to slightly under capacity. Night show acted as night business, and was not affected by the earlier attendance.

Gratifications accrue in ushering the customers out, with each show practically on top of the preceding one. Palace patrons have been accustomed to taking their time during audience.

It was stated by Keith's that the initial supper show business warrants continuation of the three-a-day policy on Sundays.

## 5% and No Gratuities Agents Go on Record

Keith agents have been ordered to sign a letter of the present full 5 per cent commission arrangement. This is the first official policy of Keith's to that effect.

Purpose of the order, from reports, is to place on record the agreement of the agents to the 5 per cent basis, with the letters to acts also stating the agents are not permitted to be compensated by more than amount.

Copies of the agents' letters, will be held by Keith's booking office for use in the event a charge of accepting commission beyond the 5 per cent allowed is lodged against a representative.

Along with the order, George Goodrich, the agents to send copies of their letters to acts to his office for okay.

## Not the Mahoney

Los Angeles, March 12. Will Mahoney, stabbed in the apartment of Lenore Casanova, former "Follies" girl, is not the vaude performer of the same name.

Will Mahoney was said to have been the finale of a fight between Ben and Michael Harris, a stage director.

Will Mahoney is at Keith's, Dayton, O., first half this week.

## ROSALIE'S 32 SCRIPTS

Los Angeles, March 12. Rosalie Stewart, who has head the RKO vaude production department beginning April 1, is here to inspect 32 plays and 20 shorts for pictures.

She will be back in New York when her new contract begins.

## READER'S WARNER SHORTS

Ralph Reader, English, dance director, now in England, has been signed to direct Warner shorts, with dancing, to be made at the Brooklyn studios.

Reader's picture was negotiated by the Tate office.

With close to 50,000 ballots in by Monday, the lead of the R-K-O's voting contest in which listeners-in among patrons of Keith's vaude theatres will select their own radio bill for April 2, was retained by Rudy Vallee (band), with 2,348 votes.

Belle Baker climbed steadily and by Monday stood only 24 points behind Vallee. Miss Baker, with 2,314, leads her nearest feminine rival, Pauline Price, by 604.

Vallee's constant back-sitting is attributed to the fact that the majority of ballots in this far west came from Los Angeles and the east. Vallee is more of a radio than a vaude singer, and the western votes are more of a radio than a vaude singer.

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## Express Co. Must Pay For Actor's Lost Date

An important decision, by Judge Murray in the City Court, is the award of damages to Devin Rivers against the American Railway Express Co. for loss of a date.

Devin Rivers, a vaude performer, was engaged to deliver his trunk on time. Negligence on the "transfer company's" part was charged and damages for loss of date of \$21.25, including \$25 for his Niagara Falls (N. Y.) engagement, plus \$34 fare.

The express company is appealing on a test. It alleges that as a common carrier it cannot be held liable for damages sustained through performers' mismanagement.

Julius Kendrick represented Rivers.

1500 BROADWAY, NEW YORK

XXX

William Morris CALL BOARD

HENRI LARTIGUE of Paris Office now in New York City

Communicate with him at New York Office regarding European Bookings

CHICAGO, 1111 BUTLER BLDG.

# THE SENSATION

WE ARE HAPPY TO ANNOUNCE  
RIGHTS TO THE SONG THAT

# I KISS YOUR

# MADAME

## I KISS YOUR HAND, MADAME

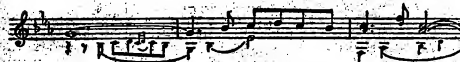
Lyrics by  
**FRITZ ROTTER**  
American Words by  
**LEWIS and YOUNG**

Music by  
**RALPH ERWIN**

REFRAIN  
Andante moderato



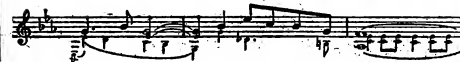
In dreams I kiss your hand, Ma-dame, Your dainty fin-ger



tips And while in Slum-ber-laid, Ma-dame,



I'm begging for your lips. I have-n't an-y



right, Ma-dame, To do the things I do,



Just when I hold you tight, Ma-dame, You van-ish with the



night, Ma-dame, In dreams I kiss your hand, Ma-dame,



And pray my dreams come true In dreams I kiss your

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# JUST AN

A NEW SURE FIRE BA

# 'TIL

A BRIGHT SPARKLING

THE

# WHEN

# ALL BY YOU

WRITE OF

# HARMS, INC. 62 W

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# OF ALL EUROPE

THAT WE HAVE SECURED THE  
S TAKEN EUROPE BY STORM

# R HAND AME

WORDS BY  
FRITZ ROTTER  
MUSIC BY  
RALPH ERWIN

INTERLUDE BY  
LEWIS & CLARK



## OLD LOVE AFFAIR

BLAD HIT

BY GUS KAHN AND CHAS. ROSOFF

## LL WE MEET

FOX TROT SONG

BY TED FIORITO AND LOU DAVIS

UTSTANDING BALLAD HIT OF THE DAY

## SUMMER IS GONE

THE NOVELTY SUCCESS

## RSELF IN THE MOONLIGHT

FOR COPIES, ORCHESTRATIONS, QUARTET ARR., ETC.

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LOS ANGELES - 604 MARSHAL THEATRE BLDG.

604 MARSHAL THEATRE BLDG.



**Van and Schenck in Radio's Full Length Talker**  
Gus Van and Joe Schenck are to star in a full length talker, proposed by Radio Pictures. It is to be called "St. Louis Blues". Deal is being handled by Joseph I. Schnitzer for Radio, him to be shot on the coast next summer.

**Kemp-Moore Agency**  
T. D. Kemp, Jr., has teamed with G. W. Moore as Kemp-Moore, Inc. in the artists' representation biz.



**GEORGE DORMONDE**  
Featuring H.K.O. Circuit  
Representative: J. J. P. O'Shea

**LILLIAN DREW**  
SPECIALTY DANCER  
With Harry Carroll Unit  
Featuring H.K.O. Circuit

**SWITCH-ON LEONARD**

Tryon Will Do Minstrel Film, Not Eddie—Vet to Get "Understander"

Los Angeles, March 12. Eddie Leonard will not be starred in Universal's "The Minstrel Show." Harry Pollard, to have directed, has been held up on "Show Boat" and will not be able to get to this story for two or three months. Meanwhile, Leonard has been drawing \$2,500 a week and been idle for several months.

Another story from the play "The Understander," by Jo Swirling, has been bought and will be given to Leonard. Main character, instead of an acrobat, will be changed to a song and dance man as also the title. Bob Hill assigned to direct with Emma Leach as La Vigne. Production starts March 26.

**CRANE'S TWO YEARS**  
Riches Crane, Jr., of the Century as m.c., has signed with Loew for two years on a sliding scale contract. He cancelled a prior booking at the Palladium, London, to accept the offer.

**TED LEWIS SITTING IN**  
Los Angeles, March 12. Ted Lewis is at Warners sitting in on the preparation of "Is Everybody Happy," in which he will be starred. It's an original being written by Joe Jackson and Jimmy Starr.

**PALACE NUT**  
**RAISED \$2,500**

Salary this (note) for nine act bills at this Palace, New York, will exceed \$10,000 and frequently run close to \$12,000 from now on. The average will settle between the two amounts.

Average expenditures for Palace shows in the past has been approximately \$1,500, or slightly under.

Last four Palace bills have represented more than \$11,000, with last week's the highest at \$12,250.

During the same period (four weeks) the Palace grosses have been in the neighborhood of \$5,000 higher than the takings in the corresponding weeks last year. The three-day policy on Sundays, installed for the first time this week, will also increase the gross. As it is possible for the house to do from \$2,000 to \$2,500 at the supper performances on Sundays, that extra show may almost take care of the difference in cost between the old bills and the new.

House booker for the Palace is present in Arthur Wink. In addition George Godfrey, Edna's booking head, is giving the circuit's eye house his personal attention.

**BENNY RUBIN'S TALKER**  
Los Angeles, March 12. "Clocks and Suits" will be Benny Rubin's first all talking feature for Universal. Jack Foley will direct, starting April 8. Story by Jerry Horwin.

**Radio Trumpet Family**  
Publicity heads of Radio Pictures and subsidiaries will meet one day a week at lunch to discuss institutional exploitation.

The lunchers are Major H. W. Apau, Emmett Crozier and J. Hauber, R. C. A.; William Johnston, R.B.C.; J. M. Knorr, R.C.A. photographer; and Mark Linow, Radio's (vaude).

**Osterman's 16 Weeks**

Chicago, March 12. Jack Osterman has made good as m. c. at the Oriental.

Bringing him in for two weeks with options of six and then eight weeks, B. & W. will exercise both options. That guarantees him at least 16 weeks. Osterman is the first Broadway type of m. c. ever in the house.

**GERALDINE and JOE**  
**SENSATIONAL JUVENILES**

Return Engagements Within Two Weeks at These Houses:  
WEEK OF MARCH 18th—STANLEY, JERRY CITY  
WEEK OF MARCH 23rd—BRANFORD, NEWARK



STARTING WEEK OF APRIL 21  
R.K.O. INTERSTATE CIRCUIT  
WEEK OF MARCH 18th—STANLEY, JERRY CITY  
WEEK OF MARCH 23rd—BRANFORD, NEWARK

**THIRD CONSECUTIVE WEEK**  
**ORPHEUM, LOS ANGELES**

**JACK BENNY**

Every Morning at Metro-Goldwyn-Mayer Studios  
Soon to Appear in an M-G-M Feature Talking Picture

P. S.—Spare Time with Al Boasberg

HOT HOT HOT HOT HOT HOT  
A New Sensation  
**3 MCCANN SISTERS**  
PAT SALLY BELLE  
Best Harmony in Vaudeville  
Youth, Pep and Talent  
**LOEW'S STATE, NEW YORK, NOW**  
HOT HOT HOT HOT HOT HOT

**ERNIE YOUNG**  
OF CHICAGO  
Will be at the PARAMOUNT HOTEL, New York  
**WEDNESDAY, MARCH 13**  
To Engage Acts for Immediate Work  
Suitable for Picture Houses and Night Clubs  
PARTICULARLY INTERESTED IN BLUE SINGERS AND Soubrettes

**BUSTER SHAVER and HIS TINY TOWN REVUE**

**PRESS COMMENT**

THE NEW YORK TIMES, MONDAY

Irene Franklin and Van and Schenck Among the Providers  
—A Lilliputian Novelty

Early in its course the bill includes a midget act, Buster Shaver and his Tiny Town Revue, and those who would know about such things were pretty emphatic yesterday in stating that it was one of the best lilliputian novelties the Palace had ever housed.

**THIS WEEK (March 10), PALACE, New York**  
DOUBLING COLISEUM, LAST HALF

Direction TISHMAN & O'NEAL

KEEP GOING WITH  
**WITMARK**  
INNERS

WARNER BROS. VITAPHONE SINGING PICTURES

SINGLE • DOUBLE • OR QUARTETTE

DON'T OVERLOOK THIS SURE FIRE BET

**SLEEP BABY SLEEP**  
MUSIC by JOHNNY TUCKER  
LYRICS by JOE SHUSTER

MASTERPIECE

**AH! SWEET MYSTERY OF LIFE**  
OUR THEME SONG DIVINE from the FIRST NATIONAL VITAPHONE PICTURE "THE DIVINE LADY"  
MUSIC by NATHANIEL SHILKRET  
LYRIC by RICHARD KOUNTZ

**LADY DIVINE**

THE DOLL DOLLS • GREATEST NOVELTY FOR THE ENTERTAINMENT • SENSATIONAL

**DANCE OF THE PAPER DOLLS**  
BY TUCKER  
THEME SONG of the FIRST NATIONAL VITAPHONE PICTURE "WHY BE GOOD?"  
FOR SCHUSTER

**I'M THIRSTY KISSES & HUNGRY LOVE**  
LYRICS by LOU DAVIS  
MUSIC by J. FRED COOTS  
FOR WILL STOP ANY SHOW

**ISAY "WHOOPEE" SAYS "BOOM BOOM"**  
BY JACK MESKILL  
A BEAUTIFUL BALLAD  
FELIX BERNARD  
AND A BEAUTIFUL LYRIC  
RICHARD KOUNTZ

**THE DAWN BROUGHT ME LOVE & YOU**  
BY LYNN MERRICK  
AND  
**M.S. WITMARK & SONS**  
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FIRST NATIONAL VITAPHONE SINGING PICTURES

## 20 Atlantans "Go" for \$40,000 on Femme Beaux

Atlanta, March 12. Twenty prominent beaux men of this burg are poorer by \$40,000 as a result of the bust of International Beauty Tours, Inc., a scheme

to witless the south with a troupe of European beauties.

Sad news was delivered to the stockholders by Howard Litchey, who faced the music on behalf of James A. Currier, former manager of the local Capitol theatre. Currier decided his health demanded he stay away from the little meeting at which Litchey explained that all was lost. Meanwhile the stockholders have a "trackless train" available for exploitation purposes and are demanding an audit of the funds.

### JACOBS MOVES IN

E. M. Jacobs, in charge of faire to Keith's Boston office, has been brought to New York by Wesley Fraser and will split his time between the two offices.

New York Keith's has no fair department.

### Grange in Brooklyn

Harold "Red" Grange is breaking in the same act he did out west in Brooklyn the first half of this week. Skit has a new cast and expectations of picking up RKO dates in about two weeks. Players include Virginia Barrett, Lucille Head and Chick Chandler.

## Chicago Neighbors Bolster Late Week Night Biz

Chicago, March 12.

Attempts to overcome the falling off of the late week night business at the B. & K. Uptown has been worked successfully for two weeks with "Whoopee Nights."

There are special shows for the last performance with two or three additional acts booked. There is also clowning by the regular Publick stageband unit troupe, similar to vaude's afterpieces.

Local neighborhood houses have been getting poor last show biz night along.

### Ban Chance Game

Cleveland, March 12. Managers of neighborhood houses who have been raffling everything from chinaware to Ford's must think up another. If they disobey, they face a fine of \$500 or six months in the hoosegow or both.

This ultimatum was laid down by Ben Levin, assistant law director, to 100 exhibitors at a recent meeting of the Cleveland Motion Picture Exhibitors Association.

## Chi Palace Out of Red On Policy of Name Acts

Chicago, March 12.

New Palace here, which had been one of the red marks on the Orpheum circuit since opening is beginning to click.

In the past six weeks it has shown a substantial profit, with headlines, including Guy Lombardo and his orchestra (great local draw), Charles Murray, Lettice Joy, Ray Miller Orchestra, Max Halperin, and last week Webb and Hay.

### FAY'S NEW ACT

Frank Fay opens tomorrow night (Thursday) in a vaude act written by himself. He will play in New Jersey four weeks before being brought into New York.

Barbara Stanwyck (Mrs. Fay) still not to be in the cast, which is composed of five people. Nick Copeland and Mack (Miller and Mack) comprise the comedy with Vineyard, Co.

### Milton Bren in N. Y.

Los Angeles, March 12. Milton Bren, artists' representative, enroute to New York to sign talent.

## Bush-Sobel Teaming

Phil Bush and Nat Sobel, two of the four individual Keith agents restricted to the "fifth floor" only for all bookings, will double up in one agency.

As a team they have been granted permission to book on both floors.

### L. A. Orpheum Wiring

Los Angeles, March 12. Orpheum is being wired for Photophone. Future Sound News will be inaugurated as soon as installation is completed.

## THOMPSON AND KEMP

"VARIETY"—"Good standard vaude bill at Palace with the topical comedienne of Bonny Thompson (comedy). Thompson with his funny partner, Miss Kandy, goes on with comedy, music, singing and dancing. When Thompson got busy with his comedy he did everything up."

Representative, BEN KERRY

After Three Consecutive Years in Broadway Successes

# A LAUGHING SENSATION

Upon Their Return to Vaudeville at

## R-K-O PALACE, NEW YORK THIS WEEK (MAR. 10)

GORDON

MARTHA

# DOOLEY AND MORTON

"DOING THEIR STUFF"

Memorial, Boston, Next Week (Mar. 17)

Direction Edw. S. Keller



# VANESSI

PLAYING RADIO-KEITH-ORPHEUM CIRCUIT

Direction: SAM SHANNON

# W. V. M. A. Absorbs Diamond Time In Move to Restore Vaude West

An important move in reconstruction of the depleted W.V.M.A. struggle has been made with another taken over the Billy Diamond family department of Chicago and will have Billy Diamond in charge of a newly created W.V.M.A. family department.

Diamond brings with him about six and a half weeks of independent time, distinct from Gus Sun houses,

and will also go into territories where regular W.V.M.A. shows have been prohibitive in cost.

Offices will be located on the fourth floor of the State-Lake building, just below the W.V.M.A. headquarters. Although there will be co-operation between both offices, each is to be regarded as an individual unit with its own salaries. There will be no jeopardizing of act's rating with an act able to play the family time at less salary without hurting its standing in the W.V.M.A. offices. The new family department will be strictly what its name implies, having no bearing on time given acts on the fifth floor.

**Split Indie Time**  
Diamond's record in the west classes him as suited to his duties as general booking manager of the new department.

The W.V.M.A. family department, besides being a distinct move toward the rebuilding of western vaudeville, will be a life-saver for many houses in the territory and will be a long-needed outlet for acts. It is understood Diamond will relieve some of the regular W.V.M.A. bookers from houses that cannot afford to play W.V.M.A. shows. While there have been many houses that could afford to play \$400 and \$1,000 bills, most acts refused to play the house for fear

## Faber's Gag

Earl Faber is carrying a live skunk in his act for hokum purposes.

His opening line, to the music, is "Climb upon my knee, Sonny Boy."

## Makes Rounds By Plane

Seattle, March 12. Charles Crickmore, the I. A. traveling representative, headquartered here, is the only district man who uses an airplane to cover his long jumps.

Crickmore's unions are more widely separated than any of the other districts; he makes auto connections with those nearby and airplanes for the long hops.

Of setting a precedent with the W.V.M.A. and Jr. Orpheum. The family department relieves them of any risk in playing the dates, it is promised.

## Undoing Old Damage

Plaza also will establish conferences between independent house owners and bookers, at which there will be a discussion of particular and general needs and problems, as well as promotion of good will between the indie, bookers and acts. Feelings on all sides became pretty ragged during the high-handed reign of Helman and Kahn.

This is the first time in years that any one has attempted logically to boost the W.V.M.A. back into its former status in the vaude fold.

## Offer American Lease After Loew Tenancy

American theatre and roof, 45d street and 8th avenue, will be offered for new lease by the owners upon expiration of Loew's lease held in May. Property is owned by the Sabrowsky estate, also owners of the Broadway (Keith's) theatre site. Property was recently sold and theatre demolished to make way for a commercial structure.

Morris & McVeigh, attorneys for Sabrowsky, are negotiating to lease the American.

Loew's lease on the theatre and roof was reported in Variety some time ago as soon to expire. At that time it was reported a non-theatrical organization would buy the ground and erect an office building.

## 5th Floor Discipline

Agents who don't turn in a weekly list of available acts will be disciplined by having their names posted on the fifth floor bulletin board.

The 10 disobedient pupils for this week are Harry Fitzgerald, Hennings & Brown, Morris & Paul, Charles Morrison, Jimmy Flunkatt, George Choo, Harry Rogers, Sol Turek, Dave Gordon, Salitt & Shannon. Agents also are advised to stay on their side of the booking railing and not to mingle with the bookers.

HELLO

**JACK FORESTER**  
NEXT FOUR WEEKS  
VACATIONING  
New York City

## CARL RITCHIE

TAP AND ECCENTRIC DANCER

SIXTH CONSECUTIVE WEEK WITH LEONORA'S STEPPERS

THE RHYTHM SPECIALIST

**JOHNNY ELLIOTT**

Vaudeville Character, Character Offering

"THE DANCE DOCTOR"

JOKE OF MY PATIENTS

MARION RAY FATE JOYCE

Acro-balls Beller-balls

TIMMIE JOHNSON HELEN SHANNON

Acro-balls Acro-balls

Attending VFW—PAUL EDWARDS and ELLIE AYRELL



**'JELLYBEAN' JOHNSON**  
Featuring His Original  
**ALLIGATOR CRAWL**  
San Bernardino "Sam"  
"Perhaps most popular member of the cast was the colored gentleman who gave his own interpretation of a Mississippi River dance. It was, in his squelch dance expression, the last word."  
Rapid LYONS & LYONS

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Is an Inspiration to Progressive Managers  
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**HIS ENGAGEMENT ASSURES** Increased Box Office Receipts.  
**VERDICT OF ALL MANAGERS**  
"Direction R-K-O Circuits"  
Mar. 11, Albee, Providence  
Mar. 14, Keith's, Louisville, Ky.  
Mar. 15, Keith's, Dayton, O.



**COSCIA AND VERDI**  
"VARIETY"  
"Coscia and Verdi panicked a crowd that sees real comedy rarely. Comic saws on a 'cello, chewing gum and assuming disdainful indifference toward the customers. Naturally they eat it. There is an abundance of good pantomime in the act and portions of neatly arranged harmonies when the straight accompanies on his fiddle. A standard turn."  
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## Chi Agents Protest

## No-Split Dates West

Chicago, March 12. Orders emanating from New York regarding the Chicago Association agents has left the boys up in the air.

Initial ruling by George Godfrey that the local agents should share commission with New York agents on all acts playing western territory was a life-saver for the Chicago group. It was understood at the time that Chicago agents would split with New York on everything

on the Junior Orpheum and Association time west of Detroit and Indianapolis, including the regular Orpheum houses.

Now comes a ruling that if an act has open time between Chicago and Kansas City, and the time is filled in the west in order to let the act play Kansas City, the eastern agent gets all the commission. This seems unfair to Chicago agents, who are left without a cent for efforts expended.

In all probability this angle will be straightened when Ben Piazza, western general manager of the Association and Junior Orpheum, goes to New York this week.

## PALACE SERVICES

By arrangement with Elmer Rogers, manager, the Federation of Churches has arranged for Easter services in the Palace each day, starting at noon.

Easter service, beginning March 13, will continue eight days.

## GRANDAS DELAYS

Chicago, March 12. Miss Murray's appearance at the Marley boys' Grandas has been set back to April 6. Miss Murray was to have opened March 13, but was switched on account of it being Holy Week.

Wanda's Lightner, also booked for the Grandas next week, had to temporarily cancel because of a Warner film she is making at present.

## BOOKERS AS FIELD MEN

Instructed To Be Guided by Grosses Not Own Tastes in Acts

All members of Keith's "fifth floor" (Family Dept.) booking staff will make periodical road trips, as scouts for new theatres.

To meet the same end the bookers have been advised by Wesley Fraser, in charge of the "fifth floor" books and bookers, to familiarize themselves thoroughly with their respective territories and guide their bookings by gross rather than by personal tastes.

## PAN ACTS IN TUCSON

Los Angeles, March 12.

Ritz, Tucson, Ariz., under construction for A. H. Youmans, will open April 1 with first-run pictures and five acts of "Pantages" made on Saturday and Sunday.

Youmans is now in Los Angeles booking attractions. House is a 1,000-seater.

## On Duncans' Story

Los Angeles, March 12.

Leonard Franks is at M-G-M writing a story for the Duncans. Sisters are due here in two months.

## L. A. House Cancels Singer

## Because of Publicity

Los Angeles, March 12.

As the result of unfavorable publicity following an automobile accident, Paramount theatre here has cancelled the contract of George Dwyer Washington, colored baritone at house for the past five weeks.

Washington is held on suspicion of manslaughter of Irma Reese, 29, colored waitress, killed when his car collided with another running without lights. Case is complicated through police claiming baritone was speeding.

"VARIETY," March 6th, said:

89TH ST.

Just one act besides the revue, Nathano Brown, who opened the bill because there was no other place for them, but who was supposed to go down & spot in any intermediate show. The comedian is a heavy act, retort, and who can take punishing falls despite his weight. Dresses in flashy garb, groups of cutaway and much-used topcoat. Doesn't need crutches legs or a red nose because his pantomime is genuinely funny. Does his falls in series, which build to a real one a shrewdly planned comedy bit. Does the crowd bump, using most of the floor. Most of the act is a table-top which he takes from a kneeling pose. A real pantomime on rollers and not a mere knock about clown.

Real.

## Eddie Mayo

and his

## Gang of Harmonica Rascals

Signed to Replace Borrah Minevitch in

## Hammerstein's "GOOD BOY"

Thanks to My Personal Representative, LOU IRWIN

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**Mrs. Blanche S.**  
rese, divorced from  
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on grounds of ne





## Stories by Jack Conroy

New dance in Harlem called Freezin' Milk.  
Anita Pam left musical show for Coast.  
Patricia Pursley now prima dancing at the Chateau Madrid.  
Arnold and Dale are now dancing at the Park Central.

# B'way Mob's One-Way Pockets; Auctions Need the Week-Enders

All the numerous auction rooms along Broadway can't find many customers during the week when hard-boiled mad stammers are only over the weekend, what chance from other parts of the city are strolling the streets. The money has been paid, and the week-enders are out.

It's a tough sight to see the numerous strollers with the week-end crowds and fall to sell them anything. The auctioneers bring up to buy the crowd and stammers, but even that can't be done. Most of the crowd seem to have got out of the city and the auction rooms appear to be used as a better substitute for a park.

The week day game can't even be done anything.

"Here," says the auctioneer, "I'm looking for the home wrap-up in this parcel. Anyone can tell if for nothing or give me ten cents if they want to." Nobody wants it or wants to give ten cents.

"I never knew ten cents meant so much until I came to Times Square," which is supposed to flow with millions," says the auctioneer.

"Someone's made a mistake," says a dollar; standardized wrist watches, fountain pens or razors are such a temptation to the week-enders. "Alright," shrieks the auctioneer in anguish. "I'll take my ten cents commission."

"What I want to know is why you follow me in here anyway," "If there is any in this crowd, you want to bid on my so."

Errand nobody sees anything and nobody says anything.

## Youth Suddenly Loses Memory in Times Sq.

Policeman Frank Houghton, West 47th street station, was standing in front of the Astor Hotel when a well dressed youth approached him, with tears streaming down his face. He told him that he was forgotten his name and address and couldn't seem to place where he was.

The cop took him to West 47th street station and then summoned an ambulance from Flower Hospital. The doctor examined the youth at great length and gave him a physical examination but was unable to restore his memory.

He said he was riding on a subway train when he suddenly felt something snap in his head and from that moment on he could not remember anything about himself or his relatives or friends. He was taken to the hospital. His age, 22, height, 140 pounds, wore a gray overcoat, dark trousers, a gray cap and a black waistcoat. A physical examination indicated that he was an athlete of some kind.

## ARMORY'S SOUND FILMS

Variety's Wiring Arms Which Will Have Year-Round Schedule

Among the transformations of the old Armory at 45th and Broadway into a place of fast amusement are the new owners, Max Verschler and sons, Irving and Dave, plan the installation of sound film machines. Verschler boys are going to make a complete exposition and opening of the armory.

Max Verschler is a wealthy realty operator and he has empowered the sons with authority to make the Armory a competitor to Madison Square Garden.

Armory will be renamed when remodeling is completed.

A year-round program is to be arranged for the armory, and screen entertainment included in the schedule of events. Opening is anticipated in early September.

## Fore

At Atlantic Pines

Year round play is promised when the Atlantic Pines development goes into operation. The place is close to Atlantic City on Black Horse Pike.

Property here has a fine stand of old pines and proposes to cut fairways through solid pine forest, depending on the prices of the pine. Drifting snow and also to act as wind-break.

Pick Your Balloon

Joe Spurling, who has an indoor ship-and-punt course at 524 street near the City Hall, has a new game. Practices are set in festooned with top balloons not more than a foot apart, each with a wire streamer, up to a foot in diameter. Looks like you could miss them. If you break two bags three dollars in two bits, you get 12 in trade.

Trick is that you have to hit the balloons, and the middle hit. One broken balloon in 10 shots is better than average. Experienced teachers will be in to pick your balloon and aim. Hitting wild for general results won't do.

Schram's Annual Drive

Peter C. Schram, owner of four Michigan picture houses, is on the court cultivating his drive on several southern California golf courses.

Schram is a visitor here the first three months of each year, and then comes to get in at least 15 days in a year with winter gear.

Queensboro Golf Club at Bayshore, which last year operated as a semi-public course, is set to open March 18 after a brief closing. It has been in play with winter gear.

A lot of show people who didn't get out of the city without interruption at the Astor Park club, which has played regular greens throughout the year.

P. B. to N. Y.

## Mescal's Reward

Los Angeles, March 12.

John Mescal, cameraman for Pathé, after playing golf 11 years made a hole in one at the Fox Hills golf club, which he is a member, just prior to going on location for a picture at Truckee. Three weeks later, when he returned, he found a collection of parcel post packages containing about everything from pipes to razors, golf clubs to ginger ale (for cases), sweaters and magazines.

Club secretary had sent out word of Mescal's shot to the usual donors of prizes for making a hole in one.

## HOOPER CABINET ALL SPORTSMEN

Not since the presidency of Theodore Roosevelt has a Chief Executive gathered around him in his cabinet such all-around sportsmen as President Hoover's cabinet. Of whose official family are all ardent followers of various forms of sport.

Calvin Coolidge cabinet the only recognized sportsman was Secretary Davis, owner of the "Davis Cup" tennis trophy, and a tennis player, which is now held by France.

Coolidge himself is a fisherman of parts and likes nothing better than to go into some old town, a pair of boots and a fast trout stream and a whippy rod. Ray Lyman Wilbur and Arthur Hays Sulzberger, the publisher of the "New York Times," respectively, are both Wallington, like their chief.

Francis Adams, Secretary of the Navy, is one of the foremost yachtsmen in this country and comes with a yachting family. He was the owner of the yacht "Revere" in the old days when Sir Thomas Lipton used to bring him Shamrock to race. The head of the Navy is also a member of the "Four Horsemen" and a number of foreign yacht clubs.

Another boating enthusiast is William C. Clegg, who is a member of the "Four Horsemen" and a number of foreign yacht clubs. He is a member of the "Four Horsemen" and a number of foreign yacht clubs.

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Stimmon's Tennis

Riding and tennis are the choice of Henry L. Stimmon, Secretary of State. While in Manila, as Governor-General of the Philippines, he played tennis almost every day. Besides playing a fast game, he takes a lot of interest in the game. He is personally acquainted with many of the topnotchers. He is also a fine water skier and a swimmer. He is not adverse to taking a four-foot fence, but bare the water jump.

Golf claims Attorney-General Mitchell, and now he is in Washington he will have plenty of opportunity to play. He is a member of the "Four Horsemen" and a number of foreign yacht clubs.

The new Secretary of War, James G. Good, does not participate in any sports. He is a member of the "Four Horsemen" and a number of foreign yacht clubs.

## Maryland Needs Roads; Will Keep Gambling

Baltimore, March 12.

Maryland's anti-gambling bills are apparently headed for the legislature as a result of Governor Ritchie's financial program for the next two years. The politicians, faced with the prospect of no gambling, no roads, are seemingly for the roads. The proposed bill, which would allow any county to use "using" Nevada's well-known word book as an authority as to what constitutes gambling, would deprive the state treasury of \$700,000 per annum, and the governor's plan can't stand the loss of revenue.

It looks as if the parliament will pass the bill, and the governor's plan can't stand the loss of revenue.

It looks as if the parliament will pass the bill, and the governor's plan can't stand the loss of revenue.

## BROADWAY GUIDE

(Changes Weekly)

For show people, as well as laymen, this Guide to general amusements in New York will be published weekly in response to repeated requests. It may serve the out-of-town as a time-saver in selection.

Current Broadway legitimate attractions are completely listed and commented upon weekly in Variety under the heading "Shows in New York and Gaiety."

In that department, both in the comment and the actual amount of the great receipts of each show, will be found the necessary information as to the most successful plays, also the scale of admission charged.

## NEW FEATURE FILMS OF WEEK

Capitol—"Allan Jones" (second week).  
 Colony—"The Younger Generation" and "Water" (second week).  
 Paramount—"Canary Murder Case" (talker).  
 Radio—"Six of the Pavement" (silent).  
 Rivoli—"The Iron Mask" (Pálfranka) (run).  
 Strand—"My Man" (drama) (second week).  
 Strand—"My Man" (drama) (second week).

## SPECIAL FEATURES WORTH SEEING

Al Jensen's "The Singing Fool" "Weary River" "Broadway Melodrama" "Sonny Boy" (Davy Lee) "The Lattin" (Par. talker)

## NIGHT LIFE

Big picking up again despite the Lenten slump of last week. The brick weather has been an important factor in the uptick in the uptick. The new Durante's Dancing Dances show at the Renaissance, with Clayton, Jackson and Durante as the piece de resistance, going strong. Ditto the new Schaefer's at the Casino, with Clayton, Jackson and Durante as the piece de resistance, going strong. Ditto the new Schaefer's at the Casino, with Clayton, Jackson and Durante as the piece de resistance, going strong.

## RECOMMENDED SHEET MUSIC

"A Garden in the Rain" "The Merry Idea of Heaven" "Mistakes" "Buton Up Your Overcoat" "My Angeline"

## On the Square

67,000 Gross for First Aviation Show

Receipts of New York's initial aviation show, held at the Grand Central Palace, are reported to have totaled \$67,000, of which 10 per cent was turned over to the American Legion. "Diapers" lasted for 10 days.

Arizonian indoor demonstration was unique in opening 10,000 to 11,000 people on Saturday. The first day, going to \$4.00 the next day and leaving to \$2.00 on Saturday. Daily totals on attendance averaged 25,000, 25,000 and \$8,000 the rest of the week.

Locke Brothers is Stamford and Howd

A side light on the trial of the Locke Brothers for taking away around eight millions from the public through stock selling in the automaton manner, is how the Lockes bought and furnished a mansion in Stamford, Conn. Among the other notorious or otherwise, from Broadway who visited the Lockes in their "suburban castle" was Peggy Foy. That may explain why Peg took it on the hoof when about to be called up to the witness stand by the government, prosecuting the Lockes. Peg has a European and not a day top town.

The Lockes operated much in their acquisition of the country place as they did in their office work. They used the money they needed the mansion on promises and furnished it with \$100,000 of cash or a \$5,000 cash down payment, along with references. Once in the house they asked the department what it was going to do about it.

Great times in the villa, all night, night. Until one day two deputy sheriffs took possession on writ against the Lockes. That wound up the department's case. The money was taken out of the villa and hung out.

And the Lockes went to trial without a dollar—everything blown—just as they had been. The money was taken out of the villa and hung out.

Fanny—This is Miami

A New York investment broker is visiting in Miami. He visited a Miami hotel and secured a check for \$10,000 for collection in New York. The New York investment was raised to \$5,000. That was detected, easily from the fact that the broker has two accounts: one for small items and the other for important sums. The check was made out on the petty cash account.

The bank called him on long-distance phone, the broker explaining the check had been raised and that he would attend to the matter.

## Tests Beforehand

The Stanley Recording Laboratories and Ned Wayburn believe are rushed with screen and stage tests by professionals who are proving their talker possibilities to themselves prior to going to the coast. The Stanley, along with other recording labs having sound and screen tests, are the only ones for professional tests. The Stanley, along with other recording labs having sound and screen tests, are the only ones for professional tests.

## \$20,000 Chauffeur

John Hertz, Chicago taxi millionaire, is wintering at Miami. He owns a trio of motor cars, including a \$10,000 one, and a \$20,000 one. He has the chief technician of the Sikorsky at \$20,000 a year.

It is nothing for Hertz to take a party of 10 or 12 guests to dinner, the car 30 miles away, in no more time than it takes to cross the causeway.

## New Millionaires in Harlem

Stock market millionaires are not wholly confined to the whites; there are some in Harlem among the blacks. Several Negroes in the black belt are said to have won themselves great wealth as figured in the stock market. They are said to have won themselves great wealth as figured in the stock market.

## Chatter in Chi

### INACCURATE BIOGRAPHIES

Benny Meroff

Benny Meroff (now Benjamin "Crackwhistle" is master of ceremonies for Marko Bros. One week ago the Grand Central Palace, Meroff, with the same wife for both houses.

Ben stands 10 feet 2 on a pair of six-foot stilts, and runs a dancing school on the side. Quite a leap forward earlier than when he was on a bicycle and was lucky to have work to ride on a bicycle. Now he has an aluminum stilt and rides around the Loop with the top down so he can air his rascally countenance in the middle. He is of fifth grade for calling the teacher a schmozer. Meroff went to Grover Whelan, Chicago, and then to Macy's, and got a letter of introduction to Hyman. The mayor saw him. Meroff came to Chicago in 1914. It was no easy job. In those days, as the town was full of horses with no more manners than Sir J. Glynburg.

Turning of swivel and shoveling. Benny went into vaudeville. It is true that his first appearance was in the dance spot, following Glynburg. Meroff, however, followed Power's Elephants on the last half. Meroff had to go into a full stage, and he had to go into a full stage, and he had to go into a full stage.

The act was Brown Derby Band. Benny danced, and he was talking killing them in South Bend and money annoying them in Oklahoma. Meroff, however, followed Power's Elephants on the last half. Meroff had to go into a full stage, and he had to go into a full stage, and he had to go into a full stage.

### Chi's Air Column

"Aerial Bootlegger" series of stories by James Earl Foxworth, the Chicago Journal, were bought by New York, Los Angeles and Denver papers. At the same time, Foxworth is in charge of this city's first newspaper air column—"Prope and Hope" in the Journal.

## Rainbo Garden, Chi, as—

### Fight Arena in Fall?

Chicago, March 12.

Negotiations are under way to convert Rainbo Gardens, Fred Harry's padlocked estate, into a fight arena when the liquor lock is taken off next fall.

With a couple of walls knocked down, the place would be a first-class fight arena.

## Uncommon Chatter

"Marie Antionette" is the latest foreign film produced in the name of art. It is a slightly confused account of why the French masses started in raising guillotine whoopee. Diana Karene (programmed as the "well-known French stage figure") in the title role was every inch a queen—with a few inches of hauteur left over. Picture was interesting only because of the actual shots taken at Versailles.

# VARIETY

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## 15 YEARS AGO

**(From Variety and "Clippie")**  
Survey conducted among school children in Philadelphia by the National Workers' League, indicated that most boys preferred vaudeville to pictures, although they liked screen comedies. Girls tended toward legitimate dramatic entertainment.

Criterion Theatre and adjoining New York, which had just gone film, put up an electric display that was a revelation to Broadway. It made block between 44th and 45th streets stand out like an island of light in the White Way.

Balboa Films began work on the first West Coast developing laboratory. Before then negatives were shipped to Chicago or New York for developing and printing.

Reports of the disaffection of Taithe from the Patents Co. were mitigated by advice that the French concern had a new non-inflammable blank stock and proposed to put it on the American market against Eastman product.

Vaudeville shows seemed for the moment to be about evenly divided between girl tank acts and Apache dance troupes. August and De Bryl were headlining at Elman's while in an Apache number that left the town aghast.

The road was by no means a thing of the past. The A. H. Woods of the show booked a lot of attractions, including the Selwyn list.

Novelty at the New York Hippodrome was a mammoth production of "Pinafore" in revival with an elaborate wreck effect finale under the big tank. Production was in preparation.

## 50 YEARS AGO

**(From "Clippie")**

Clippie presented a baseball code embodying all the changes in playing rules made that winter. For the first time foul balls and third strikes caught on the bounce did not count. Foul balls had to be batted as straight fly catches. Batter took his base on nine called balls and continued to have privilege of indicating to pitcher where he wanted ball. If batter was struck by pitched ball, it was a dead ball. Before that struck batter was out.

Capt. Paul Boyton, channel swimmer, undertook to swim from Pittsburgh to New Orleans, passing en route to give lectures in river towns. He carried a hatchet with him and sometimes had to chop way through ice at start.

They were still tinkering with the balk line billiard technique. Latest proposal was to have graduated values for cushion shots and to nursing and the rail game.

Among effects of a deceased Providence, R. I., citizen was a request for \$485, the amount he paid for first choice of seats at Jenny Lind's first concert in that town. It was signed by the diva and attested by F. T. Barnum, her American manager.

"Black Crook" was revived March 4 at Niblo's Garden by Miral. Bros. Ballet leaders were Mmes. Bonfanti, De Ross and Pagliari.

Adrian Forepaugh announced his team was organized and ready to take to the rails.

## "Franchising" Agents—Obsolete

Vaudeville, somehow, clings to its habits. One of the worst business habits vaudeville acquired was what's known as "franchised agents."

Franchising agents, with the "franchise" mythical philosophy, amounted to permission for an agent to book with the circuit, granting the franchise. In that system of conducting its business, the circuit tied a rope around the neck of its agents.

For years the circuits were content in a deluded belief that the franchised agents booked only with them. And in the past some agents were so careful because they were looking where they pleased, only in a way or under cover in most ways.

Then came the dawn—pictures. Film men knew nothing and cared less about "franchises" to agents. They wanted stage attractions. "Do the act," they said to the agents. And in the picture men's eyes were upon the go-getters among the agents as good sources for their stage shows.

That meant an open field for the picture house stages. The picture house booked anywhere, with its only handicap against the vaudeville theatre that there were four or five performances daily, while vaudeville played two or three.

So vaudeville often received the preference, but just as often it could not because the acts or attractions wanted were held by an agent, and under his sole direction, who was not "franchised." Restricting its own agents from booking elsewhere and restricting itself from booking with any but its own agents, vaudeville has continued to get the worst of the booking situation right up to this date. While pictures keep on getting the best of the rest of the stage.

And if pictures do pay a little more for acts because of the four or five days a week, in the picture house, it is not because of vaudeville. Maybe less able for vaudeville booking and circuit heads, but it's still a gag and a mighty poor business policy as a vaude act.

With the fact meanwhile that the "franchised agents" are still holding under cover, vaudeville booking offices are still sneaking in acts direct from outside agents (non-franchised). More gags.

There's no money possible for a circuit in trying to have a certain number of agents who are thumbing the nose at the circuit and going up and down. That was child's play in the past and with one circuit a grafting idea for money.

These are different days. It is even more childish.

The show business now is too fast, too speedy, too monkey around and always be in a circle. Old methods should be wiped off the blackboard. Vaudeville at least might try to keep step with pictures.

The best and surest way to book a variety show now is in an open market, not a restricted one. The more agents, the wider choice; the more circuits booking in that manner, the better the agents.

Try it and see!

## Inside Stuff—Legit

Irene Bordoni denies she has signed to be starred by the Shuberts in a musical comedy next season. Upon completion of the tour of "Partie," current at the Muebo Box, Miss Bordoni is signed to make talks on the coast during the summer and may remain in that field indefinitely. Her agent for legitimate appearances are in abeyance pending her picture work.

Red Harris, who got into the habit of shaving every day while in Florida, returned Saturday to face one of the winter's coldest days. He intends sailing for Italy in a fortnight, part of his plan for the longest vacation since he turned movie actor.

Regarding his little tilt with Lee Shubert over the booking of "Front Page," Harris said the quoted remarks between he and Lee were incorrect, adding there is no hard feeling between them.

The seniors at Yale voted Helen Hayes their favorite actress, Jane Court and Katherine Cornell third and fourth. Screen actresses had Joan Crawford first, with Greta Garbo and Nancy Carroll following.

Sigmund Romberg, composer, must stand examination before trial in R. W. Winner's suit to recover \$68,000 as half of the losses in the Winner-Romberg Corp., which flopped as a Broadway musical comedy producing unit. Winner, a downtown Yiddish theatre impresario, alleged he paid up \$120,000 in cash and Romberg only \$8,000.

The composer, in turn, counterclaims for \$210,000.

The professional drama, practically extinct in Central New York, once a fertile one-night stand and split-week field, is fast being replaced by an amateur drama movement sponsored by no single source, but drawing support from the Little Theatre, rural dramatists fostered by the Little County Theatre (a project of the Grange and Grange theatre bureau), church societies, community groups and college thespian clubs.

The universal aspect of the movement seems to refute the argument that the decline of the professional drama in the so-called provinces was due to a lack of interest on the part of the public.

In Central New York Syracuse remains the only city which may claim to have a professional Theatre. Playas are presented every other week, the recent season, and that was housed in a neighborhood film theatre. Syracuse is a recognized musical comedy town; even "Turkey" or business has yet during the season it had only four musical attractions, two in one week.

The Civic Opera Association of Syracuse this week is presenting its first offering, "Pirates of the Westing." Projected for three nights, the demand has been culled for an extra madame.

There is no theatre in Ithaca save the picture houses with fewer dark nights than the Little Theatre. Playas are presented every other week, a full length drama alternating with a bill of one-act playlets. All are well patronized.

Rome has four organizations interested in the amateur drama, the leadership held by The Players, which has a workshop, and the Popular Players, an Italian group. Oneda also has four amateur drama organizations, the most important is the Oneda Players, now rehearsing "Are You a Mason?" Auburn's active group is the Amateur Dramatic Club; Cortland has the community Players-Hamilton has just gained a Little Theatre group, and in Mexico the Studio Players are functioning.

Crosby Gaige and George Morley, manager of the Apollo, both have a place of "Harlem" which young Abe Blatt is presenting.

The 25-year-old impresario, now more dignified as Edward A. Blatt on the theatre, was formerly company manager for Martin Beck and also with Gaige.

## Inside Stuff—Pictures

Last Wednesday at the Rory during the showing of "Lone Wolf" (Colt), the film got out of synchronization. Clocking with a stop watch the take was found to be eight seconds behind the lips of the characters, the observer being at half way back in the house.

At first there was a mild murmur from the audience. Then the balcony started on one of those Star and Garter demonstrations. It led to the sound apparatus being disconnected and the balance of the picture run silent.

Such occurrences invariably have been riling audiences to immediate demonstrations. This has been noticeable in reports from all over the country.

B. & K. discontinued its poster department in Chicago, letting out 13 men. Theatrical Poster Co. got the contract and re-hired the 12 men.

Eastman theatre, Rochester, N. Y., with which Public has been having its trouble, is showing gains and hopes are seen of profit. House had educated clientele to high class music and patronage doesn't talk kindly to jazz. Theatre has received 80,000 letters, mostly protests and complaints, on changes introduced—many from people who have not even attended a show.

Effort being made to appease and win public favor. Advertising placards removed from lobby, a new series of talks before luncheon groups. Full day's receipts March 8 donated to Olive Orchestra with plenty of free publicity in return.

Final selection of Edwin Booth to play the feature film in "Trades Horn" was made after many weeks of search for a lead who had to meet many rigid requirements.

Forment of all these was the willingness to undergo the hardships of 21 days in Africa. Another was that of natural high blood pressure. Fulfillment at this time in Africa would not permit the use of wigs, and to carry a hair dresser would mean an additional burden.

After a screen actress had completed a tense emotional scene before the microphone, she retired to the side lines to get a cigaret. But no cigarettes and she went into a tantrum using a lot of words not included in the script.

Microphone picked up the brain storm and when the film was assembled, the cutter left the superfluous matter in. Later, when the film was previewed for studio executives and a party of the screen's personal friends, the girl had some bad moments when her exceptionally strong language followed a dramatic love scene.

A new use for camera and film has been discovered by Recordax, a device which photographs every check drawn to an account in a bank and thus furnishes a permanent record of cancelled stubs.

Photos are made on a tiny roll of film in a camera that looks like a typewriter machine. Film is always available for reproduction on a screen or in permanent facsimile. Banks adopting the new advice advertise that depositors no longer need worry over the loss of cancelled checks and the possible repayment of bills. Nor are depositors forced to hold stacks of cancelled stubs on the chance they will need proof of payment. Banks will store the permanent records free in their vaults.

Brooke Johns, brought on by Public as m. c. at the Granada, San Francisco, in greeting patrons at his debut commented on the fact that business around the Granada hadn't been any too good.

"The house is a big bit back seat," said Johns, "but if they brought me out here. Don't pay any attention to the house managers as they usually go around with a lot of crepe. But as for me, I'll put this house over all anybody's business."

John didn't break any records his initial week.

An inquisitive scribe has discovered that Clara Bow's work in her picture landed in its entirety on the cutting room floor. Also that Florence Vidor's first appearance before a professional camera, was in a commercial film in Houston, Tex.

## Inside Stuff—Vaudeville

Dorothy Stone, daughter of Fred Stone, president of the N. Y. A., recently declined to participate in one of the N. Y. A.'s \$3 Sunday night feed shows.

Stone was approached as a prospective act by the Weber agency (Keith's) while that office was digging up a 10-act bill for the particular Sunday night to which it was assigned.

Independent vaudeville bookers in New York have bumped into a new phase of booking. With many courts having hosts and sound programs, the bookers have been instructed to go slow on all talking stage acts and not to send monologists.

Some of the artists approached by Keith's to appear gratis on the R-K-O radio hour each Tuesday evening may have previous contracts. Whether the radio act is a vaudeville act or a musical comedy act, contracts contain a clause prohibiting the artist from radioing otherwise before fulfillment of the paid for date.

What may explain Belle Baker's absence from the first Keith other hour, last, first, over the Columbia net work.

Keith's radio act is in the nature of promotion for vaudeville, with Keith's paying for the time, though it does come from WEAP (N. B. R. C. A. subsidiary). The argument is that if Keith's benefit the Keith's as well as the vaudeville that with the can come back as the leading vaudeville circuit, that will substantially come back will arrive more Keith vaudeville time.

While making an M-G-M talking short the Happiness Boys went up in their lines. Without hesitating and carrying on throughout the show, the comedians directed the audience in the predicament they were in. Their ad lib lines went something like this:

"Does he know we're forgetting our line?"

"Keep going—your dog is barking."

"Quick, think of something to rhyme."

Keith's new house pass system for agents has started, with the passen recently. Due was playing that city at the time of the Sharkey-Stripling scrap at the theatre. In that the theatre was in the hands of the reporter asked how come they had not gone south. Cracked Joe, "I've seen the Happiness Boys before."

Joe Schenck (Van and Schenck) was copy for a Syracuse, N. Y. paper recently. Due was playing that city at the time of the Sharkey-Stripling scrap at the theatre. In that the theatre was in the hands of the reporter asked how come they had not gone south. Cracked Joe, "I've seen the Happiness Boys before."





# Ervine Again Leads Boxscore; Gabriel and Atkinson 2nd and 3rd; Of Season's 129 Shows, 90 Are Flops

St. John Ervine, English guest artist of the World, himself a writer of plays, remains his leadership in variety boxscore as an estimator of other people's productions. Present tabulation based on failures only shows that of 38 plays reviewed, by the Londoner he correctly appraised their chances in all but six cases. Ervine has a high percentage of 83.

Since writing for the World the theatre critic has inaugurated a system of deferred reviewing, his criticisms appearing on the second morning following a premiere. This may be an advantage or "edge." Gabriel (American) and Atkinson (Times), second and third ranking critics in the present score, are also morning paper men but writing against a deadline. Gabriel was formerly of the afternoon Sun and consistently a challenger in number one position in Variety's seasonal boxscores.

90 Flops to Date  
Legit season to date has included, by Variety's count which does not

stumbling block from the strictly statistical viewpoint.

These Moderates  
It's in the between attractions that bother the boys in general. The hard to classify show seems to throw the scores into a ferment of indecision, measuring pro against con. Variety's reviewers do not escape these chills and fevers of doubt. Variety's tribal tablo against the options and the horror of its staff at such an accusation keeps them on the safe side of the ledger, but it cannot be denied that every so often the Variety reviewers skirt dangerously near neutrality in writing "for else" notices.

It is noticeable in the current grouping of the daily scribes that the first five usually, perhaps, be labeled high brow in that they represent the literary traditions of New York dramatic criticism, with without slight to Anderson (Journal) and Hammond (Herald Tribune) who are currently in the also ran division.

Winchell (Graphic) spotted sixth in off form, although .727 is not

## Dramatic Critics' Box Score

### SCORE AS OF MARCH 9

(Key: to the abbreviations: BR (shows reviewed), R (right), W (wrong), O (no opinion expressed), Pct. (percentage).

	BR.	R.	W.	O.	Pct.
ERVINE (World).....	36	30	6	0	.834
GABRIEL (American).....	46	36	10	0	.783
ATKINSON (Times).....	39	30	9	0	.769
LITTELL (Post).....	46	35	10	1	.781
LOCKRIDGE (Sun).....	20	15	5	0	.750
WINCHELL (Graphic).....	39	28	11	0	.718
ANDERSON (Journal).....	53	35	18	0	.660
MANLY (News).....	47	28	17	2	.658
WINTERS (Mirror).....	47	28	17	2	.658
HAMMOND (Herald Tribune).....	41	23	19	0	.561
GARLAND (Telegram).....	29	16	13	0	.552
GABORN (Eye World).....	47	12	29	0	.296

### VARIETY'S OWN SCORE

	BR.	R.	W.	O.	Pct.
VARIETY (combined).....	28	25	3	0	.893
IBEE (Pulsaski).....	28	25	3	0	.893
ABEL (Green).....	13	11	2	0	.846
LAIT.....	13	11	2	0	.846

(This Score Based on Failures Only)

But revivals, hitaways or any other 129 productions. Of this total 90 are rated flops as of March 10 and the present tabulation is based solely upon them. Variety's mid-season and final scores include the successes and failures alike.

Osborn (Eve. World) is tagged with .256, the lowest percentage on record save for one, .128 turned in by a defunct.

Present score particularly demonstrates Osborn's reluctance to write on as it is based on plays that failed and which he endorsed with more or less warmth. A disposition to write no opinions also fits.

Mantle (News), just shy of 400, seems unable to bring his act to life. He tends to find a niche in the second battalion, although a plenty of material, a nice quality of ambiguity. The "nice little shows" appear to be Mantle's

Winchell and the Shuberts are still making boom which keeps the gamman out of some of the lobbies. Now to the boxscore is Richard Lockridge, former staff writer on the Sun promoted to dramatic critic when Gabriel vacated. Lockridge has a pretty 719 on the score he pegged, going wrong five times against 15 rights and never failing to be definite.

Any confusion about the seemingly smaller number of shows credited in this score against the various scribes as compared to the last score in December (mid-season) is cleared up by the tabulation being based only on the flop, mid-season runnings of which both the hits and failures up to that date.

Varley's final boxscore of the 1927-28 legit season will appear about June 1, at that time tabulating about the hits and the failures.

## Old Theatre Becomes

### Mail Order Station

Rock Island, March 12.  
The Illinois theatre building, for decades a home of rare attractions and which slumped into a permanent factory and has lately been made the center of variety promotion, has gone chain-store.

Montgomery Ward & Co., which has been Santa Claus to the promotion market, is going to take the reality edge-off the local owners' hands and spend \$50,000 converting it to "theatre into theatre."

## FOX'S DIALOG SUPERVISOR

Los Angeles, March 12.  
George Middleton has been appointed supervisor of all dialog for Fox pictures.

## 10-Month Ballyhoo

Minneapolis, March 12.

The play for long-distance theatrical exploitation goes to "The Miracle." Although its engagement in the St. Paul theatre has not met the mark, until December, 10 months away, St. Paul newspapers already have started playing up the event on their front pages. Ernie Karpke because Minneapolis will not get the attraction, local newspapers have intimated that it takes 10 months of exposure to put over a show in St. Paul.

When he arrived to complete arrangements for the presentation, Morris Galt was greeted by Mayor Larry Hodgson and civic and industrial leaders.

## Texas Pays for Opera

Dallas, March 12.

For the first time in 11 years opera made a broker in Dallas according to a financial report given the other day by the chairman of the Dallas opera committee, Herbert Marcus, big local fashion store man. Total gross for two performances, "The Bohemian Girl" and "The Chicago Civic Opera Co. netted \$13,000. The company was guaranteed \$10,000 for each performance with the expenses and overheads estimated at \$4,000 to \$5,000.

Legitimate boxoffice usually loses from \$10,000 to \$20,000. Last time the Chicago Civic fun cost the boys \$70,000.

## Curran-Belasco to Do

### Musicals for the Coast

Los Angeles, March 12.

Home Curran and Edward Belasco who are now jointly producing plays have made an arrangement to enter into a partnership with Schwab & Mandel to produce the latter's plays on the Pacific Coast. The deal was made by Curran.

The first attraction will be "New Moon" to be produced here in September, and the other, Schwab & Mandel's "The Girl of the Year." This will come after this one. Production will be made first at the Curran in San Francisco and then brought here.

## 'Twas Ever Thus

Boston, March 12.

At a meeting of Theatre Managers Association the past week it was decided to give afternoon papers half copy on theatrical advertising.

This decision lasted for one day only and original full copy scheduled for the first order. One of the theatres broke through with full copy and the rest followed.

## Chi B. O. Men Move

Chicago, March 12.

Local theatre treasurers are still shifting around. Latest switches have Milton Schmidt of the Garrick moving to the Woods next to the play by Stanley Levine, formerly of the Prince, replacing him.

George Rochford goes from the Woods to the Erlanger taking the place of both Hyman Schwartz and Max Birch.

## HELEN MORGAN SOUTH

Helen Morgan leaves today (Wednesday) for Miami to appear in the junction with the opening of Universal's "Show Boat" at the Capitol theatre.

Miss Morgan will go to Palm Beach the following day, where a premier premiere will be held at the Paramount.

## EQUITY ELECTIONS

An Equity meeting will be held at the Waldorf-Astoria here, March 15. Nominating committee which will select the regular ticket for the annual fair election will be named.

As yet no opposition ticket to the standing officers has been mentioned.

## Horton's Contract

Los Angeles, March 12.

Edward Everett Horton has signed a new and exclusive long-term contract with Warners. Under it he will be featured in feature production. Agreement does not interfere with his stage work.

## Ziegfeld's New Premise, Meanwhile—\$1,000 Wkly.

Los Angeles, March 12.

Flo Ziegfeld has been drawing \$1,000 a week from Paramount for the past week pending the completion of "The Glorifying of an American Girl." It is his agreement with the company, provides that until the picture is completed he gets this weekly stipend whether his services are needed or not.

It is also reported that since M. M. made "The Broadway Melody," back-stage story told from front and back stage, the original thought on "Glorifying" will have to be changed and a new premise gotten for it.

Ziegfeld is due on the coast next week to confer with production executives at Paramount.

## Gold Spoon Angling

Los Angeles, March 12.

Jay Reed, son of a wealthy banker, is a broker in Dallas, going into show business and is the financial sponsor for the Vine Street theatre.

He is forming a corporation with Franklin Parnham, actor, and Sidney Hill, manager of the theatre, to present plays there for next six months. First will be "Broadway," opening next week.

## Sinnott Solo Judge

James P. Sinnott, noted newspaper man, is secretary for the police department, is alleged to have stated that hereafter he should decide whether any alleged immoral play calls for police action, and arrange for the police to be called on for such attention. He was fopped—the police being upheld by the courts.

The hearing of "My Girl Friday" was attributed to Detectives Kennelly and Coy, with Sinnott on the sidelines. Charges against the actors and producers were dismissed by Magistrate Andrews, that led to Sinnott deciding he would be on his own should future cases of the kind arise. Jimmy led the raids on "Bee" two seasons ago and "Pleasure" earlier.

Sinnott, who was also concerned in the closing of "The Captive" and "Good, Bad Women."

## Anson's \$5,000 Verdict

Having been awarded \$5,000 damages by a jury before Justice Hamner in New York Supreme Court, James Anson's next duty is to collect from Leon Gordon.

Actor sued Gordon for \$5,000 for service rendered by the second actor of "White Cargo," in which both Anson and Gordon appeared. It was a gentlemen's agreement that the actor who "adapted" the play would take care of Anson from his royalties.

Gordon was not present at the trial. He was last in Australia, touring with "White Cargo" and as far as Anson's attorneys, Kohlman & Austin, were aware, he had not returned to America.

Gordon figured a couple of years ago as defendant in a plagiarism suit by the real authors of "White Cargo," who was given a verdict against the actor-playwright.

## 5th Marx Marrying

Gummo Marx will wed Helen Von Tilzer (Saturday, March 16), the brother of actress of the four comedians.

Gummo (Million) is in the dress business, being of the five Marx brothers, four of whom are the three musicians. With Gummo getting \$100,000 a year, it leaves Harpo the only hold out.

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## Gazzolo Safe in Mexico

Chicago, March 12.

Frank A. P. Gazzolo of Chicago, who has been hiding in Mexico City, reports himself safe and sound in a wire.

In fact of the present mixup in Mexico friends were worried over the Gazzolos.

## FRANCES TEETH

Frances Williams and Harry Brown are costing George Whinnough these days on breakage. Last week, in Pittsburgh, Harry knocked out Brown and exclusive long-term new scene in "Scandalia."

Frances was given leave to return to New York to have a necessary enamel repaired at Whitney's expense.

## Revives 1916 Suit Over 'Boomerang' For Belasco

Lila Longson is a persistent litigant. Although having lost her suit in 1916 when Judge Sheppard of Florida dismissed her plagiarism complaint against David Belasco, Winchell Smith and Victor Mapes, respectively producer and authors of "The Boomerang," Miss Longson raises a novel question in a new complaint against the showmen.

Authors' cause for complaint is based on her own play, "The Choice," copyrighted in 1914 which she submitted to Belasco and which was rejected. Smith and Mapes copyrighted their play in 1916. Miss Longson, whose home is in Brooklyn, contends that the late Paul M. Potter, playwright, who was Belasco's secretary, was an "expert" had testified broadly, mentioning several plays and titles which the plaintiff contended were plagiarized. Potter, as an expert, reeled off a flock of titles which Miss Longson claims were plagiarized from her theatrical archives or through the Library of Congress at Washington.

In view of this testimony, and its acceptance without any of the strictest cross-examination, in evidence, she is suing anew, asking for \$250,000 damages. "Court will have to decide," she says, "in opinion that since both play ideas were 'unoriginal' neither's rights could be protected."

## The Other Cheek

After championing Walter Winchell, the Graphic play reviewer and columnist, Aaron and Freedman have been barred from the show because Winchell, along with others, named "Treasure Girls."

It was A. & F. who attacked Winchell into their Broadway, "The Other Cheek," A. & F. later attacked the show because Winchell, along with others, named "Treasure Girls."

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Morris Gest Has the Distinguished Honor to Announce

that by Arrangement with

# David Belasco

He Has Undertaken the Further Presentation of

## LENORE ULRIC

in

Mr. Belasco's Masterpiece

## "MIMA"

with SIDNEY BLACKMER

Adapted by Mr. Belasco from "The Red Mill" of Ferenc Molnar

From Central Europe's Greatest Stage Director:

DAVID BELASCO  
BELASCO THEATRE  
NEW YORK CITY

PERMIT ME TO EXPRESS MY UNBOUND  
ENTHUSIASM FOR YOUR SINGULAR  
ACHIEVEMENT IN STAGING MIMA  
STOP PLEASE TELL LENORE ULRIC  
THAT I ADMIRE HER MORE THAN  
EVER STOP YOURS DEVOTEDLY

MAX REINHARDT

SEATS  
FOUR  
WEEKS  
IN  
ADVANCE

From the World's Greatest Singing Actor:

DAVID BELASCO  
BELASCO THEATRE  
NEW YORK CITY

I AM COMPLETELY OVERWHELMED  
BY YOUR MARVELOUS PRODUCTION  
AND DEEPLY INTERESTING PLAY  
STOP THANK YOU AND LENORE  
ULRIC FOR GREAT ENJOYMENT

FYODOR CHALIAPIN

### BELASCO THEATRE

44th Street    Evenings 8:30. Matinees  
E. of B'way    Thursdays and Saturdays, 2:30

By this arrangement, MR. BELASCO has made it possible for MR. GEST to keep the promise which he made, last week in Boston on the stage of the Majestic Theatre, after the premiere of Balfe's *Chauve-Souris*, to try to induce MR. BELASCO to send "Mima" there.



## Radio Rambles

By ABEL

**Gals Flock to Vallee**  
Rudy Vallee continues as one of the ether's newest novelty favorites. Vallee has his appeal through a distinctive vocal personality. It's one of the rare instances where personality manifests itself via the ether. The attractiveness of microphonic transmission makes this almost a paradox. There are only a few of the real ether personalities that come to mind readily. Lopez was one with his now famous "Lopez speaking" signature. Major Bowes' benevolent address is another; ditto Roy, "Whispering" Jack Smith (when he etherized), Little Jack Little (very decidedly, with his con-

cidental tenor), the Happiness Boys, and La Belle Rose.

To return to Vallee, he tops most of them through manifesting an extraordinary appeal to women through the type and manner of his vocal delivery. The songs are all ballads, gentled, romantic refrains, impressively lyricized by the tenor-conductor, who is sex edict.

Vallee happens to be the current rage of the ether. The answer is his terrific draw at the Palace, New York, in his third of a four weeks' engagement. Furthermore, whether or not the females express disappointment it doesn't matter; they paid their tithes to see and judge for themselves. Somehow, according to

the Times square gals anyway, Vallee doesn't click so heavily on sight. He's a looker, but fair and very youthful; for Vallee's information, somehow they all pictured him as dark and romantic looking. With some feminine intuition they associated Rudy Vallee with Rudolph Valentino, on a guess a trick of monicker similarity. Hence the visualization of the Valentino personality, and not the college boy Nordic that Vallee is. The monicker, by the way, is on the level.

**Roife NBC's Best Name**  
Little wonder that the National Broadcasting Co. reports E. A. Roife as its biggest radio name. Roife's straight dance music, with its carefully plotted sequences and skillful orchestral motifs, edifies the nation on a giant coast-to-coast network on behalf of Lucky Strike cigarettes. It is the biggest commercial chain, and with this vast outlet and avenue for public reaction, Roife has

established himself firmly as the ace rhythmic purveyor of the air. Not only the great hinterland, but many a metropolitan radio fan makes a mental note of that Saturday night 10-11 Roife program under Lucky Strike auspices.

**Whiteman and Old Gold**

On the subject of the radio exploiters, Paul Whiteman is doing Old Gold plenty of good over the Columbia network. It would have been a pity if Old Gold's original plan, as reported, of engaging the Columbia system's facilities for an hour simultaneous with Roife's on the NBC, had gone into effect. This bucking of one company by the other would have served only a 60 per cent. practical purpose, through the division of interest. And it would have been a great injustice to both these eminent masters of contemporary symphonic orchestration.

Whiteman is building his hours

more for balance these days and a happy 10-11, too. The White-manites have had their Old Gold contractual options exercised carrying him through into May when, on the 21st, the last Tuesday program from New York will be etherized.

**Jean Goldkette** is becoming an important radio factor. He is NBC and the Radio Corp.'s alliance while Victor doubtless figures in the Goldkette exploitation. The Detroit measure is a big Victor seller and well established in Chicago with the Chi "Triv" station. Goldkette is now on two commercials, on behalf of Mallory hats, and Studebaker motors on Sundays. Crack concert and dance music.

On Thursday night's broadcast of the Village Grove Nut Club, this review was written as a change from the other side of the "mike." La Belle Rose, of course, is the extra. (Continued on page 57)

"WHERE BROADWAY MEETS THE GULF STREAM"

# DAN GREGORY

## and His VICTOR RECORDING ORCHESTRA

### Featured Entertainers ROMAN POOLS, MIAMI BEACH, FLA.

Now Playing Tenth Successful Week and Held Over Indefinitely

Permanent Address: DAN GREGORY; Box 1015, Harrisburg, Pa.

# IRENE SWOR

## ECCENTRIC AND ACROBATIC DANCER

Now Playing Ten Successful Weeks at the  
**EMBASSY CLUB, MIAMI, FLA.**

Thanks to Frank Ford for a Most Pleasant Season

All Communications to

**IRENE SWOR**

260 West End Avenue, NEW YORK  
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OPENING LITTLE CLUB, NEW YORK, MARCH 19TH

# BILLY MANN

and

## YACHT CLUB BOYS

Now Completing Ten Successful Weeks as  
Favorite Entertainers

**EMBASSY CLUB, MIAMI, FLA.**

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# JOE REICHMAN AND HIS ORCHESTRA

## Featured with TED LEWIS, ANATOLE FRIEDLAND REVUE, JOE FRISCO

This season at the **MARIPOSA GRILL, Floridian Hotel, MIAMI BEACH, FLA.**

Now in the 15th week of his second season at this most popular of Florida night clubs and held over indefinitely.

Address All Communications: **JOE REICHMAN, Floridian Hotel, Miami Beach, Fla.**







**St., New York**  
**s in a Parisian Cafe**  
**Own Cake and Pastry**  
**5. to 9 p. m.) and Sunday**  
**ay**



## Changes Forced by Sound

(Continued from page 1)

method of making the new type of picture.

### The Stage Question

There is much conjecture and dispute as to whether the new stage is a necessary place for the making of the sound picture. Some claim it can be done on the various locations and special structural materials. Others are even bold enough to express the belief that the time is not far off when these expensive platforms will be changed and the old practical stages used for the silent picture will again be utilized.

From the production standpoint the studios have reduced the number of sets for a picture from 20 to 22 to seven or eight. Area covered by these sets is also smaller.

Paramount, with the destruction of its new sound stages, has taken time by the forelock to build a new 10 old stages for sound production. From what is visible to a casual observer, all this studio has done for sound production is to simply place huge drapes around the set to be shot. Reports are that the most important thing about these sets are just lining their interior with insulated cork composition board and paying no attention to the lighting or protection of the exterior. At Pathe several talkers have been taken on the other side of the stage, results are reported gratifying to the producers there.

### Costs Mounting

Cost of making sound pictures entails differences in opinion. Some are as slightly in excess of the silent picture. Others chart the cost at 125 per cent. above that of the silent opus. The latter figure can be construed as logical when an endeavor is made to incorporate the same production as the silent picture and talkers are made to be seen in the usual silent picture. Some of the earlier sound pictures were made with few sets, none elaborate or containing large ensembles of extra men and women. The type now being made is on a more pretentious and daring scale, with cost mounting accordingly.

Shorts were first introduced by the producers as an experiment and a novelty. Today this branch of the short picture has been developed and is given extra attention in preparation, talent and production. The cost of the short picture has grown who had thrown up the sponge now have a new lease on life with the addition of sound and doing to their product. Where they got as low as \$15 a day in rentals, and in most instances \$75 a week for the product, the minimum demand now is \$125 a day and \$1000 a week for the production. The cost of the type of picture that was being rejected a year ago without sound, the cost of these pictures now featured in first run houses above silent picture features.

Within the next six months more than 40 synchronous sound systems have been registered as contenders for the business of the producer and exhibitor and more than 50 non-synchronous devices have been catalogued. Picture people predict that aside from the two major systems, but two or three will be left in the field. The picture people are combining efficiency, tone and economy.

### Acoustic Problem

One engineer who claims that the theatre operator will have to install proper acoustics to get value. This expert says that the average condition exists in 75 per cent. of the houses now wired and must be remedied through the aid of the theatre. Fault, he maintains, is mostly in the amplification. Upon the arrival of the picture and dialog exterior action became difficult. However, this was overcome by Fox with the aid of the "Warner" sound "Conquest," an outdoor projector, by a remote control method over a radio system. The recording room by telephone wire more than 200 miles away. It did not matter how far the wire was as did the recording with the sound truck on location. Universal having the wagon in the previous year, and the previous year the new Ken Maynard feature.

### Talent Pans

There was a very considerable panic when the producers first started making talkers. They began utilizing stage actors and actresses, important pictures and those who only had experience in the silent field with few exceptions.

To prove that they were fitted for the talkers, the feature and

stellar screen players went into any sort of theatrical production available and in most instances found themselves okay. Some even went so far as to finance productions for a few weeks to get over their point and about 75 per cent. were successful. But for as long as the producers for the talkers were concerned.

A smaller fry and the extra class fell for the vocal schools which sprang up over night like mushrooms. Results from these sources were not so good as most of the operators were poorly equipped to turn out the product required. Others tried rigid for their chance to talk. Stations, however, got particular and only a few names that the public knew. This sort of propaganda and experience has had little effect on the producers who haven't the time to listen to their own people.

As the producers started finding good dialog calibre among the talent colony, the importation of talent from the east subside and the west has not been so obvious of late.

Sound pictures have created a new type of actor. It is also true that the producers don't know just what they want to do with important and talented directors, actors and playwrights, many of whom went back at the expiration of their contracts. They couldn't fathom what was wanted of them.

Now musical comedy is coming into the talker fold and song writing and song making are being driven. With just a few of these productions completed and under way, the industry is beginning to be being held in leash. Producers impress upon him the importance of the song and the actor, and thwart him in his endeavor to turn out hit compositions for the accompanying lyrics and melodies. This condition will undoubtedly be overcome in time.

Where the studios making silent pictures only carried a cast orchestra of two or three pieces, they now have a number of musicians with two or more mints kept constantly busy synchronizing. Men get an hour for straight synchronization, with the leaders double. Technical department also has increased enormously to the payroll. These are mostly sound engineers and advisers and come from the ranks of radio and telephone technicians. At their old occupation these men at \$100 a week, now they are \$200 weekly, but in the picture game they get as high as \$750. It takes nine of these men to make a picture. Each production unit in the process of recording a picture.

Regarding the silent versions of sound pictures. They are not popular with the picture people. Silent distribution as long as the majority of the theatres in the world remain unconverted and there is no concrete way to handle the foreign language situation. It is expected that the added cost of making a silent version will be gradually eliminated, as it will develop to such a state of efficiency where both versions will be made at the time the only added cost being the extra expense for the film utilized for the double version. The picture people now are making the silent version and then adding sound. Fox states that the picture people are making talkers no silent version was turned out. Warner did only a few of the silent pictures but not making a silent print as well.

### Independents Worried

Sound pictures have worried the independents. Mergers, of course, had considerable to do with this. The picture people, most of the smaller producers are not financially able to equip themselves with the new requirements. Initial installation cost and the royalty per reel for sound is too much. In fact, the picture people are claiming this will not be permanent; that eventually the producers

## L. A. WOULD BAR ALL SILENT SHOWS

### Result of Auto Show Fire—Want Ordinance

Los Angeles, March 12.

Circuses, carnivals, religious revivals and other tent shows or exhibitions may be permanently barred within the city limits as a direct result of the disastrous fire which wiped out the Los Angeles auto show last week.

Fire commission has recommended passage of an ordinance prohibiting tent shows of any description in the city.

Various insurance companies, hit by the auto show, are co-operating with the fire commissioners to bring about an adoption of such an ordinance. The work for vigorous enforcement should be enacted.

Southern California's biggest and most costly show went up in flames when the third annual automobile show at the Los Angeles Coliseum and Washington avenue, was destroyed with a loss estimated at from \$1,000,000 to \$2,000,000.

Approximately 500 cars, half a dozen airplanes and dozens of expensive motorboats were destroyed. Chief Elmer E. Vance, fire marshal, was rallying about the Pontiac booth. He lost all his personal effects. Claude McFaul, in charge of the McFaul aerial signs, was badly burned.

### 101 and Sells-Floto

#### Clash on Chi Play Date

Chicago, March 12.

For the first time in 15 years, Chicago will have some hot circus opposition when Sells-Floto plays the Coliseum and Miller's 101 Ranch opens Paddy Harmon's new stadium.

An extensive billing and newspaper campaign is planned, with the heavy advertising of the new stadium where it will play on the west side, while the Coliseum is on Chicago's downtown section.

### CIRCUS DATE

Akron, O., March 12.

First circus activities of the season. Advanced, squad of Ringling-Barnum-Bellevue circus have been granted a license for June 6, almost the same date as year ago.

### REVIVES MOUNT AMUSE CO.

Detroit, March 12.

Paul Sawyer has been named of the World Amusement Company. He will reopen general booking and amusement offices here this week.

Will get their bearings and be more economical in the use of negative. But because of the most serious unit in the industry is in mind. Where just a first and second camera man, each with an assistant, were previously used, now frequently have 10 men in a unit, possibly four first and two second cameras.

### Camera Angles

Four absolutely new types of raw stock have been developed by one of the manufacturers in the last six months due to sound. They are being used for straight photographic work with speech. Portraiture that carries a vocal accompaniment must be of the highest illumination or focused if the dialog is expected to carry conviction.

Size of negative films for each of the first eight weeks of 1926 are reported to be 50 per cent. in excess or any one of the previous years of last year. Expense has turned out a new panoramic type of negative which is more than 100 per cent. more than any preceding stock. It was suggested by Hal Mohr, now shooting "Broadway," that the picture people should use vast stage. Mohr had a problem that even with a series of better

### HAL PARKER

Hal Parker, 35, for 15 years the straight of Butler and Parker, died Saturday (March 8) in Park West Hospital, New York, of pneumonia.

Mr. Parker and Miss Butler, who were married in 1910, moved to the Keith theatre in Park Rockaway, L. I., the last half of last starting Feb. 15 and prior to the last show. Mrs. Parker was seized with a chill. They returned at once to New York without playing the last performance. In the hospital pneumonia developed.

Parker and Miss Butler married 14 years, had played vaude for years with musical show engagements between times. Among the shows in which they appeared were "Keep Cool" and their last left engagement with Ned Wayburn's "Gamblers."

They were under a Shubert contract and had planned to shortly join the Shuberts' "A Night in Venice." Meanwhile, Keith company had been closed.

Funeral services were conducted from the Riverside Memorial chapel here Tuesday afternoon. Cremation at Fresh Pond, N. Y.

### SAGER MIDGLEY

Sager Midgley, 72, veteran vaudeville, died Sunday afternoon (March 12) on route to Wilkes-Barre, Pa. The N. Y. N. & H. N. Y. made arrangements to have his body returned to Camden, N. J.

Years ago Mr. Midgley, with Gertrude Carlisle, formed the standard vaudeville team of Midgley and Carlisle, which was standard for 15 years. When the pair separated Midgley worked in shows and vaudeville, in which he appeared were "Twin Beds" and "Fair and Warner." His last vaudeville sketches were "Hello, Wife" with five people, and "Oh, Johnny!" Miss Carlisle died of cancer.

He is said to have depressed her former stage partner noticeably. Midgley was a one time married, but was divorced. Of that union a son, Ray Midgley, a New York stage director, survives.

### ELMER E. VANCE

Elmer E. Vance, who became famous 35 years ago when he wrote and produced "The Little Rascals" first railroad play using a mechanical train on the stage, died at his home in Stevens, Conn., after four years of pneumonia.

Vance got his idea for the play while on a transfer for the Baltimore and Ohio Railroad in Newark. It made him wealthy, but he lost much of his wealth in later theatrical ventures.

He is survived by a widow and a brother, George W. Vance, of Zanesville, O.

tes pulling 3,000 amperes, the equivalent of 4,000,000 watts, he has been the most successful in his technician work. With the testing of the new film he is said to have found that 75 per cent. of the film is wasted in the process in the making of black and white scenes. This film is so sensitive that when overexposed having the stage darkened and having a man stand in front of a camera lighting is not needed. With the camera still turning the lights were thrown off and the shooting continued. The film was printed on No. 12 light and the outlines of the head of the smoker were clearly visible while the film was on the screen. Had No. 4 light been used, giving the film greatly advanced and longer developed. With the smoker's features would have been clearly recognized. This is the first time a light has been shown on an object on a film exposed on a dark stage.

One new negative costs 45 cents a foot, while the straight panochromatic costs four cents a foot. However, the straight panochromatic film is more expensive saved for the black and white work more than overcomes the added cost of this stock.

In Hollywood there are three independent title writers who before sound had healthy enterprises. Now they are looking for a line of replacement their present work, feeling that their racket is about shot.

### JOHN THOMPSON

John Thompson, 58, legitimate actor and vaudeville, died Saturday (March 12) in French Hospital, New York. Thompson went on the stage when he was 12 years old, and he was active up to a few months ago, when he suffered a collapse and was removed to the hospital for treatment.

Thompson wrote all his own songs, particularly the monologues, and lyrics, being a musician he played four instruments on the stage. He was in the Actors Fund plot, Kenosha Cemetery.

### FRANK P. MURPHY

Frank P. Murphy, 48, vaudeville, died in New York March 8. For 25 years Murphy worked in support of the late Ben Welch and when the latter became blind continued working with him and was in constant attendance.

When Welch died Murphy took the death of his stage pal much to heart, and in the next year was looked after by Mrs. N. A. Murphy, who lived in New York stage. He died in company of vaudeville people.

### JOSEPH F. DAVIS

Joseph F. Davis, 70, vaudeville, died in New York March 3. During his stage career he had appeared with the Yeamans, Ed and Edna, and Hart, Manning and

### In Memoriam

of my adored and beloved husband

### HAL J. PARKER

who left March 8th, 1926

Ann Butler Parker

Davis, the Silver Quartette, Lew Dockstader, Billy Barry and many other vaudeville stars. "Interment" in Catholic Actors Guild plot in Calvary cemetery, Brooklyn.

### I. A. DEATHS

Withed F. Biggs, charter member and former secretary, Fund du Lac, Wis., died March 13; William A. Bauser of Pittsburgh died March 13.

Alexander Goldfarb, 41, tuba player with Louis Katzman's musical organizations, died of cancer. Goldfarb was 41 years old, and there were no children. Goldfarb was with Katzman's Anglo-American (radio) band in the Brunswick recording orchestral units.

The wife of Frank Manning died March 4 in Brooklyn. The husband and two sons, Coleman and George, survive.

James D. Merrin, 50, pianist and recording artist, president of Martin Music Co., Los Angeles, died March 4 of heart disease.

Critley Orsten, 31, pianist, Orsten Bros. circus, died recently in Oranville, Ia., of blood clot on brain.

The son of Locke Perfit, of Chicago, W. M. A. A. died March 6 in San Diego, Cal., of pneumonia.

John H. Quackenbush, New York fair promoter, died March 6 in Schenectady.

W. Potter Brown, 75, showman, died at New London, Conn., last week.

Orville S. Russell, WEHAF radio announcer, died in Rochester, N. Y. March 7.

Frank C. Reynolds, 48, former stock actor, died in Rochester March 7.

Mother of Arthur C. Meier, manager of the Booth theatre, died at her home in Columbus, O., March 7.

Father of George Schreck died March 8 in Everett, Mass.

Mother of Cliff Friend, songwriter, died recently.

# VARIETY'S CHICAGO OFFICE

HAL HALPERIN in Charge  
Woods Bldg., Suite 604  
Phone: Central 0644-4401

# CHICAGO

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**State-Lake.**  
Of five Loop houses within a radius of one block, the State-Lake was drawing, beyond capacity, on Sunday. The special appearance of Letortio J. Jay was an important factor, but last week the house was the same thing, with its noteworthy drawing feature. And on Sunday the State-Lake goes to the regular vaudeville market, temporarily leaving the attention of Chicago's popular show business.

That's a long step from the weak-toe State-Lake of several months ago. Locality it makes very evident the advance of M-C-O vaudeville and its management. The next old-fashioned die-hard show management, which has been open or close a show, might get a good and good hand-to-hand turned into a sometimes boring proposition. Third spot was held by a sketch, Angus and Scarle; then, then Eddie Dale and company, who play around in full for their hour or more; and then Letortio J. the headliner, who cut her material was still in view for plenty of minutes.

Dale is a burlesque comic, and carries five girls and two men for acts and booting fill-ins. His skits are about a dame pickup, a character who pays no attention to his girl's avowed intentions, and, finally, everybody's of the Irish justice. It was liked here.

Harry Le Van, who is a burlesque comic, was on second and third spot. He is a little bit of a comedy, pretty stout, who straightens up the act and customers, and having a glorious time, which was Harry's comic costume, and he was also in view for plenty of minutes.

Angus and Scarle sketch, third spot, which results in good money. Two sets of twins, who sang, play it in a good setting, and the fun comes when the twins mistakes the wife's life-saving husband for her own person, and she is in view for plenty of minutes.

For more than half the act only one pair is on the stage, and making a very happy quick-change act. It is a very happy quick-change act. It is a very happy quick-change act. It is a very happy quick-change act.

Connell and Florence, fourth, work comedy very slowly but don't

let it get dangerous. Farnell as a drunk went alone for half the act, and then he went on about anything and then switching to avoidful song. When his last song, which is a partner comes on, "Old well here."

Letortio J. recently reviewed at the Palace is one of today's picture stars and may be relied on to attract a large crowd. At the first show she cut a comedy character bit that got great at the Palace, ending with a dramatic song that carried enough punch to close the turn. Good audience.

Closing were Loyalty Arabians. Starting turning out to be a dog act without a horse in it. Still comes from opening, parade of the coaches wearing horse masks and fooling plenty until a couple of hours. Nice for all houses.

"Tough Guy" (Fox), feature, with Letortio J. in it. Sing.

Duffin and Draper, dance team, were taken out of the Orpheum until this week and placed into the Chicago to bolster the latter show.

Ernie Gagne has contracted the show for Ticks (Oida) state fair this summer. He is sending a fair

third annual Holy Week engagement. Prolog on stage with local church choir, about 100 members, 100 per cent with local church groups and newspapers.

George Tyler's "Macbeth" booked for two performances at the Rivoli April 15.

Kettie McCree, former circus acrobatic, moved for \$15,000 by Gertrude L. Brown, injured in a collision between the two women's autos.

"Dracula" at in Nixon for two weeks. House closes Holy Week. Tyler's "Macbeth" April 1, then shutting down for season.

Up in the Hill district two Yiddish theatres are fighting each other. Purely a grudge affair, with both said to be dropping the act each refusing to give up; two owners, millionaires. Most of the Yiddish trade has left the Hill district and won't come in from the suburbs.

Ann Pennington hoped a rattler for the court immediately after the Saturday night performance of "The Great Train Robbery," leaving the cast to make talkers in Hollywood.

Wahash, Ind., Christian Church will show newswatch, at regular

## CORRESPONDENCE

All matter in CORRESPONDENCE refers to current week unless otherwise indicated.

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people revue including Al Sweets' band.

Jacob Ben Ami is appearing for a limited engagement at Glickman's Palace, local Yiddish playhouse.

"The High Road" out of the Blackout Saturday, week ahead of schedule.

The Playhouse, Michigan avenue spot that has about seven times weekly die action with "Abraham's Bosom," opens March 19 with "Barnes' Opera."

A Kempton's Linden at 83d and Belmont opened with sound.

An M-G-M outfit is on location at Green Bay, Wis., filming scenes for "Thunder." Cast includes Lon Chaney and Phyllis Haver.

Chicago Treasures' Union will be represented 100 per cent at Harmon's new sports stadium, opening March 28. Harmon will employ only union boxoffice men.

Paramount L. & T. house, opens with sound March 14. It is the 12th wired house in this chain.

**TOLEDO**  
Alfred H. Gooding  
Palace—Bright show.  
Paramount—"Doctor's Secret" and "The Girl in the Red Velvet Swing."

Via-Temple—"Dancing Fool" (return).  
Palace—"Children of Jule."  
Lodge—"The Girl in the Red Velvet Swing."  
Palace—"The Girl in the Red Velvet Swing."  
Palace—"The Girl in the Red Velvet Swing."  
Palace—"The Girl in the Red Velvet Swing."

Gene Lane joins the Wright show here March 24. He replaces Knoch Ryder, who goes to the new Wright out in Dayton, Ohio.

Jack O'Connell is bringing the film of the Freiburg Passion play back to the Via-Temple for his

ment removed when Stanley, nearly, was wired.

Margaret Johnston, 16, dancer, injured on run-over by a two-ton truck.

Press, Scripps-Howard daily, has been running Robert Garland's record of current New York plays same as the New York Telegram.

Cameo theatre, downtown movie house, burned July 4, is to be rebuilt.

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## ST. LOUIS

American—Thornton (2 weeks).  
Shubert—Mabel—Alston "Mabel." Ambassador—"Chinatown Nights." Star—"Obat Talks" stage show.

Grand Central—Canary Murder Case. Grand Central—"The Iron Mask." Grand Central—"The Iron Mask." Grand Central—"The Iron Mask."

St. Louis—R-K-O vaude. Liberty—Sturges.

The St. Louis is being equipped with RCA Photophone. Start

March 14. Lawrence, former manager, and Lawrence C. Stuever, former treasurer, of the Grand Opera House, held on charges of embezzling \$17,000 from theatre. B. F. Quinby, assistant manager, Mary Dugan, who was held on charges of embezzling the shortage after it was discovered Brennan as manager.

R. H. Sobern gave a lecture last night at the St. Louis Women's Club Tuesday, doing some Shakespeare.

Alexander Romainoff, who for two years sang under the baton of Serge Rachmaninoff at the Russian Imperial Opera, has located in St. Louis as a vocal teacher.

Eddie Paduola, Missouri m. e. will leave March 22 for Hollywood. He opens at the Loew theatre, Los Angeles, with "Macbeth."

First Bishop, general stage director, and Vittorio Verone, musical director, of the St. Louis Municipal Opera, are training 210 young scholars in preparation for the opera. The opera house has reservations in excess of \$38,000, a record.

**DETROIT**  
BY JACOB SMITH  
Wilcox—Fritz Leiber, Shakespeare rep. Mermaid—Lillian.  
Lafayette—"Lucky Girl."

Michigan—"Woman of Affairs." Michigan—"Woman of Affairs." Michigan—"Woman of Affairs."

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## ATLANTA

By ERNIE ROGERS  
Edwards—"In Old Arizona" vaude. Georgia—"The Girl in the Red Velvet Swing."

Metropolitan—"Marriage by Contract." Metropolitan—"Marriage by Contract."

Men playing at Hotel Ansley with Harry Towner and his Old Begonia. Men playing at Hotel Ansley with Harry Towner and his Old Begonia.

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A. R. Woody

"The Trial of Mary Dugan"

AT BAYVIEW

7TH SUCCESSFUL MONTH

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JOSEF DICKTNER, Room 337, 111 W. Washington St., CHICAGO

## PITTSBURGH

BY HAROLD W. CHEN

Alvin—"Cosette." Niles—"Cosette." Niles—"Cosette."

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Sound has gone back into Olympic. Stanley-WB small theatre, House was first to get talks, but equip-

ment removed when Stanley, nearly, was wired.

Margaret Johnston, 16, dancer, injured on run-over by a two-ton truck.

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Double Room with Bath... \$14.00

Double Room without Bath... \$12.00

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*By BENNY DAVIS  
and  
JOE PERE*

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Now Ready*

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Al Sherman  
and  
Joe Burke*

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**ARCHIE FLETCHER**  
 General Manager

STAGE

BROADWAY

SCREEN

# RITZ

 PRICE  
25¢

VOL. XCIV. No. 10

NEW YORK, WEDNESDAY, MARCH 20, 1929

80 PAGES

## WORLD'S RICHEST ACTOR

### 30 Film Critics' Free Coast Ride; Producer's Idea for Review Contest

Samuel Goldwyn is going to give 30 best movie critics in the country a free trip to Hollywood in his "Critics' Special" train. Idea is to keep each along the lines of the "Movie Reviewers' Club" which has been organized by the boys and girls association and given a background in studio technique etc.

Plan will be inaugurated in conjunction with the showing of Goldwyn's next two releases, "Building a Dime" starring Ronald Colman and "This is Heaven" starring Vilma Banky.

In each city the reviews of the pictures sent by the critics will be submitted on a ballot. Members of the audience will be asked to select the picture they like best and which criticism comes closest to their own idea of the picture's value.

Details have to be worked out but probably 30 leading cities will be picked with one critic crowned from each.

Goldwyn's idea is to make it an annual prize affair for the creation of good will for his own organization and pictures. His figure publishers will be glad to co-operate because of the increased experience and value of their film writers reviewing from a Hollywood trip and saving expense to paper.

### Air Ride Prizes

Minneapolis, March 19. Airplane trips were the prizes offered to winners of a contest held by the Hennepin-Orpheum and M-G offices in conjunction with the Star, local daily, to exploit "Flying Fleet" (M-G).

First prize was two round trip tickets over an aviation line to Chicago. Illinois lot is more than twice as far from here and the round trip fare is \$50 a person. Other prizes included airplane rides over the Twin Cities.

### "Folk Dance," No Less

Cleveland, March 19. St. Clairsville's (O.) best people stunked loud and plenty when Miss Timmons, pretty school marm, accused of coaching her pupils to Charleston instead of pounding the Rock 'n' Roll.

The good people tried to get the teacher canned. Her attorney proved that she was only teaching non-harmful folk dances.

### IN HIGH SCHOOL AT 81

Chicago, March 19. Mother of Garet Garrett, the writer, received her diploma from the Seng High School elementary school last week. Next fall she's going to enter high school at 81.

Mrs. Garrett says her purpose is to brush up on her English. She is starting a literary career.

### WARFIELD RATES 10 TO 12 MILLION

Got \$7,500,000 From Fox-Loew Deal—Cantor Tops Jolson for Second Place—Marion Davies Leads Film Player Group, \$5,000,000—Sothern, Colman 'Way Up'—Colleen Moore, Bebe Daniels, Menjou, Chaney, LaRoque, Meighan, Gilbert Near Seven Figures

### PICTURES DO IT

David Warfield is now the world's richest actor. Warfield's recent sale of his Loew stock holdings elevated him without a doubt to a wealth of between \$10,000,000 and \$12,000,000. Sale of his Loew holdings recently to William Fox is said to have brought the retired light star \$7,500,000.

Running second is Eddie Cantor, with from \$5,000,000 to \$6,000,000, and third-stage Al Jolson at between \$3,000,000 and \$4,000,000. Number four is George M. Cohan, \$3,000,000. About the only other light or vaudeville actor in the millionaire class is E. H. Sothern, rated at around \$2,000,000.

Picture group of players, as distinct from the light, has many more millions, individually. Among the picture actors and their known investments, besides salary savings are included many of the rich with estimated wealth unreliable. Of these, exclusives of executives or directors, the lead is reported safely held by Marion Davies at \$5,000,000, considered a low estimate.

Closely following are Douglas Fairbanks and his wife, Mary Pickford, besides Charlie Chaplin.

In the \$3,000,000 group of picture actors are Tom Mix, Norma Talma and Ruth Roland. Colleen Moore and Bebe Daniels go in the \$2,000,000 class.

Worth around \$1,000,000 or so in the picture acting field of Hollywood are Adolph Menjou, Tom Meighan, Lon Chaney, Rod LaRoque, Ralph Graves, John Breiden and John Gilbert.

Warfield, virtually retired from the acting profession, reached his pinnacle of wealth through Loew's stock. Rated a wealthy man from his stage earnings, Warfield for long years back through Loew's stock, Rated a wealthy man from his stage earnings, Warfield for long years back through Loew's stock, Rated a wealthy man from his stage earnings, Warfield for long years back through Loew's stock.

### Musicians Buying Air Time For Publicity War Against Sound Screen

#### French Cowboys

Paris, March 19. First American western over the air in Europe in production at the Riviera Studios, Nice. It is being produced independently by Jean Durval, who is also the author and director. The picture is "Une Fox Au Pays De L'Air," which in Anglaise means "Once-In the Gold Country." The picture is French cowboys and two-gun men.

value gave him the ranking lead of all players.

Little Fox Wealth Ahead.

Ahead: barring one or two titled actors of England with a modest exception, there are no really wealthy actors. In America, the rich actors may be counted within 20 and on the fingers in the left or vaudeville. With the majority of the acting wealth in pictures, it has been pictures also that has made the leader Warfield.

Eddie Cantor's wealth has been mostly derived from investments of recent years. His investment advice is sought and from the most authentic Wall Street channels.

Al Jolson saved his stage earnings in the past. He placed his first \$250,000 in a trust fund. That has been largely added to from stage work and otherwise. Of late Jolson's share in the Warner Brothers' stock and earnings have placed him far up. George Cohan has derived income from several sources in theatricals.

Though a free giver like Cantor, Cohan has accumulated what is looked upon anywhere as a substantial fortune.

Warfield Took Chance

Warfield gambled with Marcus Loew during the beginning of the new circuit. That was many years ago. Warfield is said to have held 15,000 shares of Loew's stock when it was lately sold. Loew's stock had been a rolling snowball with Warfield. He had been through all the stock divisions and with each his holdings doubled or tripled.

Over 10 years ago when Loew's was in much trouble and apprehension was felt as to its future, Loew dropped to 8¢. One sale at that price was registered by the ticker. It was for 1,000 shares. The buyer was Dave Warfield, who at some confidence finally resulted in making the same Dave Warfield the richest actor in the world.

### Store Show at Couvert

Toronto, March 19. Robert Simpson Co. (department store) is staging its annual spring fashion show in a cabaret atmosphere at a cover charge \$2.50. About 10 acts used besides mannequins.

Chicago, March 19.

An extensive publicity and propaganda campaign against sound pictures in Chicago, possibly involving the expenditure of \$5,000 weekly, will shortly be submitted for approval of all steadily employed musicians in this city by James C. Pettiford, president of the Chicago Federation of Musicians. Idea emphasizes the plan of buying radio time for the campaign.

It is Pettiford's idea to meet every steadily employed musician about 31 weekly. After they have approved the plan, and conduct a campaign against sound pictures through their own channels. There are about 2,500 musicians with steady jobs under jurisdiction of the local union. With unlimited musical talent at its disposal, the union will purchase time on the air to arrange musical programs and insert them against sound pictures during the program. Regular newspaper advertising will also be used, with the idea being an educational campaign by convincing the public that real music is better than the canned product, and should be demanded all theaters.

There already is a national war chest, with weekly assessments, established by the American Federation of Musicians. The new one is strictly local and in addition to the national assessment.

### SUN-ARC OPENINGS FOR COAST HOTEL-APTS. NOW

Los Angeles, March 19.

Opening of new apartment houses of staging premier opening with dazzling sun-arc lights and screen sets as guests.

A fashionable hotel-apartment house opened for public inspection, with engraved invitations sent out to a select crowd, using the names of two famous stars as guests of honor. Invitations urged the guests to bring all their friends. While the management only figured on 300 people at the most, more than 600 showed up and the result was an S. O. S. for more refreshments, including food.

After it was so arranged that guests had to go through the entire building to reach the gratis delicacies, with entertainers spotted on each floor.

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ABOUT 25,000 COSTUMES TO SELECT FROM

# UFA POLITICAL PROPAGANDA DENIED

Berlin, March 19.  
Ufa takes belated exception to an article appearing in Variety's No. 224 issue in which was suggested the danger of the German industry being drawn into politics by the Hugenberg interests, now controlling Ufa.

Their letter in full was as follows: "Let us point out first that the Ufa has never made, nor will make, any film that contains political propaganda, nor speak of national allegiances. Ufa is a business institution, and not an instrument of any political party, right or left. As matters stand today the German public has been indicated to pay cash to see propaganda."

"If the Germans are willing to look at such propaganda, the least they expect would be free admissions. Show us one single Ufa picture which could be rightly considered as an instrument of political propaganda."

"Variety's article furthermore clearly shows that the writer is ignorant of the Ufa's position. It is conducted for profitable reasons, not for propaganda. This campaign against Ufa and 'the German Ufa' has become so obvious that even democratic papers such as the 'Frankfurter Zeitung' and the 'Vorwaerts', etc., have come to the front, surely not to defend Mr. Hugenberg, but to stand up for truth and justice. It should, therefore, be superfluous also to defend Mr. Hugenberg in this respect contained in the article in question."

"Another thing is the accusation of antagonism against the Hebrews, which must be branded as a careless misrepresentation. If you consider that the percentage of Jewish inhabitants in Germany is 1 per cent, you will see for yourself that the Ufa cannot be charged with antisemitism. This, however, does not include the number of Hebrews employed in the theatres of the Ufa, the cinema and in the production branch, directors, artists, architects, etc."

"As far as Ufa and the content question is concerned, it may be of interest to note that the films Mr. Wagner exhibited to London and the Ufa, the Film Renter, that the paper used its influence to prevent the Ufa from exhibiting the films of Paramount and Metro. Now, if only the Lichtbildtheater accuses the Ufa of trying to keep the American production out of Germany, how does the writer of the article in question come to this queer conclusion?"

## Report Terrafilm U. A. Tieup in German Co.

Berlin, March 19.  
Morawski, after five years as manager of Terrafilm in Germany, and the company is being reorganized by Geruchel of the powerful eye day and the are one of the majority of Terrafilm-act.

Met Americon, formerly of Ufa, came over to head a new distribution department.

Although it is not definite, it is understood an alliance may be made between Terrafilm and United Artists for distribution on an exchange or contingent basis. The matter remains in charge of U. A. interests in this country, regardless of any arrangement.

UFA at 127  
Washington, March 19.  
Ufa stock is quoted at 127, a rise of 15 per cent. In the past few weeks, reports George Cuddy to the Department of Commerce.

Sudden rise is credited to Hugenberg's endeavors to acquire the absolute majority of a company.

# WOODS' WEAKNESS FOR RUSSIAN FILMS NOW

Berlin, March 19.  
A. H. Woods came to Berlin with the not entirely unshared hope of selling "The Shanghai Gesture" to some German producing enthusiast. Instead of realizing his object, Woods has been on the buying end ever since he stepped off the train. He has bought for producer Fedor's play, "Poor as a Church Mouse," and two Russian pictures. These are now being shown at the "Sturm Over Asia" and "The Redemption of Nerio."

The American producer confesses his weakness for Russian flickers, declaring them the greatest in the world, and the two he owns better than that.

## QUANTITY FIGHT

German Exhib Using Four-R-Reel Features and Two-R-Reel Comedy

Berlin, March 19.  
Competition between rival picture theatres in the German provinces is being carried to ridiculous extremes. Exhibitors' ideas are so unquenchably insatiable.

In the little town of Gelsenkirchen one house is presenting four five-reel features and a two-reel comedy. Its opposition is only running three features.

In Charlottenburg the smaller house presenting two features and vaudeville are slashing prices to 20 pence (7 1/2 cents) in retaliation for the town's de luxe houses, vaudeville, cutting its admission to one mark (12 cents).

## Positive Film Exports Hold Even; Negatives Drop 50%

Exports of positives for the first month of the new year (1929) held close to the total of the same month of last year, according to records of the Department of Commerce.

Total positives shipped for the first month of 1929, was 19,274,487, an equal 18,573,224 feet in the first month of 1928. The total for 1929, 300,000 feet. In view of the tremendous drop recorded during 1928, the year's start is pronounced cheerful.

Negatives are not so cheerful. Their drop on the comparatively monthly basis is recorded at just about the figure of 1928.

## Paris Cinema Bills

Paris, March 19.  
Gaumont Picture presented Leon Polaire's war picture, "Verdun," last Friday night, the occasion of a great patriotic demonstration. Premier Polaire had made arrangements to have his picture given a preliminary sitting prevented. However, Mme. Polaire attended the premiere, accompanied by a group of high military officers. Business has been tremendous.

Paramount has "The Red Dance," with Jacques Chabert's stage presentation, "Hearts Around the World." Paris, "Nouvel Cinema" is booked for this house, commencing March 23, for two weeks.

## Wurlitzer Showroom

Berlin, March 19.  
Possibly the first instance of its kind in the taking over of the Kamera cinema, "Nouvel Cinema" is booked for this house, commencing March 23, for two weeks.

Wurlitzer is remodeling the house at this season, and argument for visiting exhibs. There are will have 1,200 seats when alterations are completed.

## THE BOYS FIND OUT

Berlin, March 19.  
German silent picture "The Boys Find Out," which was shown last summer months proved a boomers last year are going to treat the native boys better this season.

Producers are planning to release their good pictures between May and August, instead of holding everything back for fall. They lost both summer and fall last year through the influenza.

## GEORGIE WOOD

11 Tring Avenue, Ealing, London, W. England.  
Thanks to Kinsley, the insurance broker, for his kind letter. I've got a feeling I must spend a few days vacation in New York this fall. It was a long time since November, 1927.

## Scaled to Weight

London, March 19.  
A new West End cinema will have an innovation in the form of a number of seats or more than average. It is intended to be a number of abnormal proportions. These special chairs will sell at 10 per cent above the regular prices.

This has been a mooted question here for some time and the experiment will be closely watched by theatre men—it's the first time any body has had the courage to try it.

# German Pooling On Sound Systems Fight U. S. Makes

## Reveal Warners Own German National Co.

Berlin, March 19.  
It came out during a meeting of the National Film Board of directors that that company is now virtually owned by Warner Bros. The company was forced to the move by the terrible losses of 1927.

Warners' move is pointed out that, from poor business, the company will show a profit for this year. There was last year, 1927, a loss of \$25,000.

## Veidt Stays Abroad

Berlin, March 19.  
Conrad Veidt has been engaged for a Felner, Somlo production at a salary reported at \$250,000.

The director will not return to America for at least six months.

## FOREIGN FILM WITHDRAWALS

Los Angeles, March 19.  
Gessert, Belgian war film stock company, is retiring from Hollywood.

Understanding is that competition of Eastman, with price slash last week, has done much for the Belgian concern.

## PREPARE STOCK ISSUE

London, March 19.  
George Pearson, of British Screen Co., and representative of Carmelite Trust, which is expected to close final details of Anglo-American-German film deal.

Carmelite Trust is expected to float a \$15,000,000 stock issue immediately after Easter.

## FRENCH CENSOR GOING BACK

Los Angeles, March 19.  
Fusnet-Breder, post, and one of the French censorship board members, returns home after a six months' survey of the industry.

He contemplates making reports that may react favorably toward the American product in France.

## SOVKIMO HEAD IN BERLIN

Paris, March 19.  
Schwitschoff, head of Sovkimo, Russian film producing company, is in Berlin to confer with German film magnates.

He is expected to present arrangements for exchange of talent is contemplated.

# British Film Field

By Frank Tilley

## London, March 17.

Bad effect of the general interchangeability situation is being felt by the distributors, especially the exhibitors, who are finding their product on offer is in both silent and sound form, and exhibitors are finding it difficult to lay off sound films because of the lack of equipment. Lack of definition as to interchangeability. They are equally at a loss as to play for the sound or silent stock, and neither seem to be able to meet their other simultaneous and a nine months' release period—which would bring the distributor a comparatively quick return on his investment.

Result is, with wide open date books and a nine months' release period—which would bring the distributor a comparatively quick return on his investment.

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## Fox Theatres?

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# Review of Some English Disks. With Jack Hayton's Among Them

By ABEL

Varlet's "The Skirt" (85), an arid, globe-trotting, came back with a flock of English disks made by His Majesty's Voice, the British Gramophone and Victor, and a grand rave for Jack Hayton, the wit and the witest of Britain. While touring the Continent with an intended trip to Australia in the offing, his intensive application to studies at the recording laboratories leaves Hayton fairly well represented on the disks during his absence in these lands.

Hayton is no stouch as a dance surveyor. His popularity music, especially married, although in one of the disks, the "Good News" section, his impetuosity is but a reflection of the fact that the more advanced American orchestration prove too much of a handicap for the British arrangers for the time being.

It is here that the more advanced American orchestration prove too much of a handicap for the British arrangers for the time being. It is here that the more advanced American orchestration prove too much of a handicap for the British arrangers for the time being.

Hayton makes a charmingly impetuous with "Erwin's" "Kiss Your Hand, Madam," with the music localizing the Irish. It is backed with "When the Elder Sister Comes Again," but some fancy crescendos in the drossy orchestration, being more concert-hall than dance, is a good bet for America, and, in fact, is a good bet for America, and, in fact, is a good bet for America.

With "Good News" and "Variety Dance" Hayton was straightforwardly rhythmic, although one can never tell what breaks with "House strings" arrangements. On No. 10, "Hayton offers up a 45-Headed Sailors" by Sarony, a Sullivan piece of Gilbert and Sullivan, which suggests a "Blue Bird" on No. 10, "Hayton offers up a 45-Headed Sailors" by Sarony, a Sullivan piece of Gilbert and Sullivan, which suggests a "Blue Bird" on No. 10.

Quite a novelty on No. 1624, a 12-inch, was a "Mammy" (not Johnson's) and "Roll-Away Clouds," by Walter and Paul. "Mammy" is a "Virginia" on No. 1621, showing the great Negro basses' voice off to great advantage. It is a "Mammy" on No. 1621, showing the great Negro basses' voice off to great advantage.

A review of a representative batch of these records forces the opinion that much of it is a "Mammy" on No. 1621, showing the great Negro basses' voice off to great advantage.

## Utopia

A New York report is that the Prince of Wales recently arrived at a suburban villa in London by appearing in a double-breasted tuxedo and soft shoes.

American college youngsters have been easing the neck for years, but the Prince can't seem to have made it official. This will end all male New York out in beats to greet him if he comes over again, and it is a newsworthy subject can't miss for cheer.

## Backstage Fracas

Paris, March 19. Billie Irwin (Twirl) and Edmonde Guy, French music hall stars, are scheduled to meet at police headquarters tomorrow (Wednesday) in an effort to iron out a squabble arising when Mlle. Guy slapped the American girl.

Miss Irwin is willing to forgive and forget, but Mlle. Guy seems to be standing on her dignity in claiming that she, not Miss Irwin, is entitled to the apology. It seems that head dress of the star was knocked off as she was making an exit and she slapped Miss Irwin who was nearest, but who claims she didn't cause the commotion. Miss Irwin's real pearl is against Ernest, a French Balkan dancer, who she alleges pinned her arms while the star was slapping her.

## DUAL SUICIDE

Revue Girls Turn on Gas When Unable to Find Work

Paris, March 19. Mathilde Fontaine, 30, and Adrienne Locquillon, 28, are lodged in a modest room of a lodging house last week. They had turned on the gas and were unable to explain their act.

After engagements in local revues they were unable to find further work, and rapidly dwindled into poverty although fairly well known.

"We are tired of this kind of life," they wrote.

## Vaude Openings

London, March 19. Kimberly and Paul, a vaudeville act, are scheduled to meet at police headquarters tomorrow (Wednesday) in an effort to iron out a squabble arising when Mlle. Guy slapped the American girl.

## After Moss Empires

London, March 19. Ostrer Brothers, bankers, who promote vaudeville, are reported to be actively negotiating for purchase of control of Moss Empires, Ltd.

## Out-of-Town Debuts

London, March 19. "Afrail of the Dark," at Golden Green Hippodrome, was indifferent ly received and looks doubtful. Williamson's "Little Accident" (Monday) and is due at the Apollo April 3 replacing "The Patry." Later, the new show will go to the Vaudeville with "Burlesque" at that house holding.

## UNTIL JANUARY

London, March 19. Dora Maughan and Walter R. are en route to Australia, where they will be gone nine months, having added January to their bookings.



WILL MAHONEY

The Milwaukee "Leader" said: "Meet the craziest, fastest moving star in vaudeville, the polar opposite of Will Mahoney. And the rest of Mahoney is as entertaining and as original as these inimitable 'foes'." No matter how much applause you give him, you still feel that you owe him more.

Direction  
RALPH G. FARNUM  
1610 Broadway

## LONDON SPRING-LIKE, LENTEN TRADE GOOD

London, March 19. Current week started with spring-like temperatures and Lenten trade good. Last week's fog and cold continued right to Saturday, but theatre attendance held up remarkably well in spite of Lent. Satisfactory business was noted in both variety houses and the cinema.

All talker bills were held over in the picture houses and marked up the grosses, while several of the big variety theatres did capacity for the first time in many weeks. The last half several of the new productions seem to have hit the popular fancy and the libraries have made gains in these instances. It is becoming more and more apparent that the influence of Lent upon the going is not as strong as in former seasons. The tumultuousness of several important musical premieres also seems to carry assurance of good underlying situation in the theatre.

Paris, March 19. Weather continues warm and sunny. Harry Spritz has apparently arrived.

Washington, March 19. Weather Bureau furnishes variety the following outlook for the week beginning March 19.

Country east of the Mississippi, mostly cloudy Wednesday, rain Thursday, Friday, and generally fair by the end of the week. Cold Wednesday, slightly warmer Thursday, and colder again by Saturday.

## Bands Off Radio

London, March 19. Following the Savoy and other hotels the employe bands of the Cecil Hotel has also abandoned its broadcasting.

Alex. L. declined to be microphone last week because of the conditions extorted by the air wave company.

## Switch at Strand

London, March 19. "The Borderers," Fred Terry's new production at the Strand, has proved so unsatisfactory, that it will shortly replace it with a revival of "The Scarlet Pimpernel" to continue for the balance of his lease.

## CONNIE BENNETT ILL

Constantine Bennett is seriously ill at the American hospital here following an operation for appendicitis.

Phillip Plant, her former husband who recently obtained a Paris divorce, visited her Sunday.

Miss Bennett was reported improved last night (Monday).

## "Vanities" Sailing

Upon the arrival of Carl Carroll in London last week arrangements were made for the departure from New York of the "Vanities" show for the old side May 16.

Opening likely last week in May.

# CHINESE PLAY HEAVY, BUT 'BERG' LOOKS GOOD

Ocean Tragedy Moves in From Q—"Circle of Chalk" Adaptation of 600-yr.-old Script

London, March 19. "Circle of Chalk," which opened last week at the New, was well received because of its novelty but it is extremely old fashioned, melodramatic and would require a deft hand to make it suitable entertainment in America. It's an adaptation of a 600-year-old Chinese play with Basil Dean the producer and Anna May Wong, from pictures, featured.

Dean is presenting in conjunction with Mary Moore Kluband, the German poet, is the adapter of the script. Cast includes Rose Quong, Laurence Olivier, George Curzon, Frank Cochrane, Marie Ault and Bruce Winston.

Monday, alleging that "The Berg" based on the Titanic disaster, which looks to have a good chance of success, was previously tried out at the Q.

West End reception was splendid. The play, by Thompson, Ralph and Godfrey Tearle in the cast.

## Mo-la-la Temperament

## Backstage in Paris

Paris, March 19. Billie Irwin, of the Irving Theatre from Chicago, dancing in the Palace ball, during complaint, against Edmonde Guy, French music hall star, who she alleges pinned her arms while the star was slapping her.

The whole dispute was transferred to the nearest police station where amused officials saved all hands and persuaded the angry players not to carry the dispute to court.

Betty Irwin, mother of the girls, wanted to swear to a formal complaint. She said it was a case of professional jealousy. The friends of Guy charge the girl spoke slightly of his performance, saying that she had stolen his vocal talent in his legs.

## Carrillo for Antipodes

Los Angeles, March 19. Harry Muller, representing Williamson and Tait of Australia, has booked Leo Carrillo for a six month engagement in the Antipodes.

Carrillo will play "Lombard," which is touring with the company on June 21 from Vancouver on the steamship Niagara.

Barry Nova and Walter Valentine are on route for Australia on the steamship Steamer. They are to appear in the production of "The Five O'Clock Girl," which Williamson and Tait will produce in Melbourne and Sidney.

## New "Co-Optimists"

London, March 19. Dave Burnaby, prominent among the former "Co-Optimists," is making a new effort to revive the venture.

Understanding is that he has made masterful progress and that a troupe under this name will shortly appear.

## Bleach Gets Divorce

London, March 19. William Bleach, still booker, was granted a divorce today from his wife, the American actress, Mrs. Dainty Dora. He named Albert Whalen co-respondent.

## DARLING LONDON-BOURD

Edward Darling, former Kolth booking manager, after a visit to Palestine, where he spent his birthplace, is en route to London.

Within a fortnight he expects to announce a new business connection.

## LEW BOLTON'S TROUBLES

Lew Bolton, manager of Little Esther, left suddenly for New York on the American March 19. Partnership dissolved by mother of colored child. Undertaken French negro, who used Carrillo used as interpreter, stirred up trouble.

# 'SHOW BOAT' IS HIT IN PARIS

Paris, March 19. "Mississippi," the French version of Ziegfeld's "Show Boat," beautifully produced, scored substantially on French premiere at the Theatre. Fontaine & Lehmann sponsor the piece in association with C. W. Lyon and the American Boyer and musical arrangements by Russell Bennett.

In Paris, it is Desire Ellinger as Magnolia, Harvey White (of the International Film), Bourdeaux as Revere, John Ely, Alard, Shirens Lungalo (colored) and Mlle. Maximal (colored).

"Melo," three-act piece in 12 tableaux, was presented by Henry Bernstein, the author, at the Grandma with moderate success. The plot:

"Marcel, a famous violinist, loses Maniche, the wife of Pierre, his friend since the student days. The two become intimate. Marcel tries to poison her husband by slow degrees during the absence of Marcel on a concert tour in America, hoping to marry Marcel.

The violinist hears of Pierre's illness and Marcel, in a fit of jealousy, carrying out her design: Hopeless, Maniche drowns herself. Pierre recovers and marries Marcel, who nursed him and at the time assisted Maniche's treachery. Pierre is Marcel's husband to be.

In the cast are Charles Boyer, Pierre Blanchar, Maurice Dorlé, Guy, and Yvonne.

Eugene Belduc's four-act piece "Yan" was presented at the Odéon with indifferent success. The plot: Yan is the simple son of a British cable keeper. He returns for his father's life, but is compelled to remain a humble church bell ringer.

He meets a girl, who is a French girl, but he really loves the girl. He prevents the latter from marrying a British soldier and the girl commits suicide by hanging herself with the church bell rope.

And Harry, by permission of the Comédie Française, creates the role of Yan, a part that calls for exaggerated playing and is too bold to attract any large public interest.

## Elsie Janis Sailing

Paris, March 19. Elsie Janis is recovering from the illness that forced her to leave Moulin Rouge-revue and expects to sail for New York March 21.

The "Honey and the Bumblebee" 22 for a short season of vaudeville. First show features Abe Lyman's Rand, Little Esther, Thelma Dillman, and Korbats.

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The Tiller Dancing Schools of America, Inc.  
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New Classes Now Forming

**House Wiring Sabotage Calls Off Miami Event with  
Audience Seated—\$5,500 Gross for 16 Reels**

Among the theatrical luminaries in this Palm Beach audience were Mr. and Mrs. Flo Ziegfeld, Mr. and Mrs. Sam Harris, Mr. and Mrs. Joseph Urban, Anita Loos, John Emerson, Dorothy Dalton, Irving Caesar, Mr. and Mrs. Jerome Kern, Arthur Hammerstein, Mr. and Mrs. Harry Frazee and also about a dozen former "Follies" girls now successfully married into or tied up with big dough.

William H. Dietz, first camera man and special photographer for Pathe, and Barbara Hunter, film editor—on the same lot, and both licensed air pilots, flew to Santa Barbara and were married. Accompanying them were Eddie Quillan and Jeanette Loff.

Following the ceremony the quartet returned to Culver City and after discharging their passengers the newlyweds flew to Victorville and then to the bridegroom's home in Portland, Ore.

Lynn Farnol, eastern public representative for Samuel Goldwyn, has been ordered by his doctors to take a long rest at Saranac. He will spend the summer there, starting about May 1, when he secures a leave of absence from the Goldwyn organization.

Farnol, prior to going with Goldwyn, handled many important theatrical accounts, including George Tyler, Messmore Kendall, Arthur Hopkins, Actors Theatre, etc. Since his grippe and tonsillitis during the winter undermined his health, his condition is not dangerous, but a period of recuperation is advised.

H. B. Franklin  
Winnie Lightner,  
Joseph M. Schenck.

Franklin has changed the title of his new book from "Sight and Sound" to "Sound Motion Pictures." Electrical engineers have okayed the manuscript which Franklin expects to have before his publishers Doubleday-Doran, within two weeks. Publishing date is scheduled for late April.

**WANT ERIC AS ACTOR**  
Los Angeles, March 19.  
Negotiations are on whereby  
United Artists wants Eric Von  
Stroheim to play a featured part  
in "Sign on the Door."  
Picture is to be directed by  
George Fitzmaurice.



and many other equipment.



## Coast Industry Organizing Own Earned Income Tax Campaign

**Davis' Cine-Tone**  
Los Angeles, March 19.  
J. Charles Davis, 22, has bought the distribution rights of Cine-Tone, a non-synchronous device, for California, Washington, Oregon, northern Idaho, Montana, Nevada and Utah. Davis' office is 1235 W. 4th St., Boston.

**Davis' Cine-Tone**  
Los Angeles, March 19.  
J. Charles Davis, 2d, has bought the distribution rights of Cine-Tone, a non-synchronous device, for California, Washington, Oregon, northern Idaho, Montana, Nevada and the Hawaiian Islands.  
The device costs \$385. Rob. Boston.









# Comparative Grosses for February

Below is a table of grosses during February for towns and houses as listed. High and low gross records for the theatre are given, with the title of the picture, week played and gross for that week. When theatre plays stage show that is indicated.

## NEW YORK

	Feb. 2	Feb. 9	Feb. 16	Feb. 23
<b>CAPITOL</b>	"Trail of '88" High \$99,250 Low \$30,000	"Flying Fleet" High \$125,000 Low \$30,000	"Flying Fleet" High \$170,850 Low \$30,000	"Lucky Boy" High \$85,000 Low \$30,000
<b>PARA-MOUNT</b>	"The Doctor's Secret" High \$90,000 Low \$49,100	"The Doctor's Secret" High \$90,000 Low \$49,100	"The Doctor's Secret" High \$90,000 Low \$49,100	"The Doctor's Secret" High \$90,000 Low \$49,100
<b>ROXY</b>	"Captain Leah" High \$148,000 Low \$70,000	"True Heaven" High \$107,000 Low \$70,000	"The Barker" High \$110,000 Low \$70,000	"The Barker" High \$110,000 Low \$70,000
<b>STRAND</b>	"Naughty Baby" High \$31,200 Low \$15,000	"Conquest" High \$39,000 Low \$15,000	"The Barker" High \$39,000 Low \$15,000	"The Barker" High \$39,000 Low \$15,000

## CHICAGO

	Feb. 2	Feb. 9	Feb. 16	Feb. 23
<b>HIGH CHICAGO</b>	"Woman of Affairs" High \$71,700 Low \$35,000	"The Doctor's Secret" High \$65,000 Low \$35,000	"The Doctor's Secret" High \$65,000 Low \$35,000	"The Doctor's Secret" High \$65,000 Low \$35,000
<b>MEVICK-ERS</b>	"The Terror" High \$35,000 Low \$15,000	"The Terror" High \$35,000 Low \$15,000	"The Terror" High \$35,000 Low \$15,000	"The Terror" High \$35,000 Low \$15,000
<b>MONROE</b>	"Air Circus" High \$12,500 Low \$7,000	"Mother Machree" High \$12,500 Low \$7,000	"Mother Machree" High \$12,500 Low \$7,000	"Mother Machree" High \$12,500 Low \$7,000
<b>ORIENTAL</b>	"Captain Leah" High \$45,000 Low \$25,000	"Wild Orchid" High \$45,000 Low \$25,000	"Wild Orchid" High \$45,000 Low \$25,000	"Wild Orchid" High \$45,000 Low \$25,000
<b>ORPHEUM</b>	"Million Dollar Collar" High \$18,000 Low \$9,000	"Fanny Baggage" High \$18,000 Low \$9,000	"Fanny Baggage" High \$18,000 Low \$9,000	"Fanny Baggage" High \$18,000 Low \$9,000
<b>ROOSEVELT</b>	"Abie's Irish Boy" High \$31,000 Low \$15,000	"Abie's Irish Boy" High \$31,000 Low \$15,000	"Abie's Irish Boy" High \$31,000 Low \$15,000	"Abie's Irish Boy" High \$31,000 Low \$15,000
<b>STATS LAKE</b>	"Night" High \$14,000 Low \$8,000	"Night" High \$14,000 Low \$8,000	"Night" High \$14,000 Low \$8,000	"Night" High \$14,000 Low \$8,000
<b>UNITED ARTISTS</b>	"Uncle Tom's Cabin" High \$40,000 Low \$11,000	"Uncle Tom's Cabin" High \$40,000 Low \$11,000	"Uncle Tom's Cabin" High \$40,000 Low \$11,000	"Uncle Tom's Cabin" High \$40,000 Low \$11,000

## BALTIMORE

	Feb. 2	Feb. 9	Feb. 16	Feb. 23
<b>CENTURY</b>	"Scarlet Sinner" High \$27,000 Low \$15,000	"Scarlet Sinner" High \$27,000 Low \$15,000	"Scarlet Sinner" High \$27,000 Low \$15,000	"Scarlet Sinner" High \$27,000 Low \$15,000
<b>STANLEY</b>	"The Doctor's Secret" High \$23,000 Low \$12,500	"The Doctor's Secret" High \$23,000 Low \$12,500	"The Doctor's Secret" High \$23,000 Low \$12,500	"The Doctor's Secret" High \$23,000 Low \$12,500
<b>VALENCIA</b>	"Interference" High \$7,000 Low \$5,000	"Interference" High \$7,000 Low \$5,000	"Interference" High \$7,000 Low \$5,000	"Interference" High \$7,000 Low \$5,000
<b>KEITHS</b>	"Anybody Seen Kate?" High \$14,000 Low \$9,000	"Anybody Seen Kate?" High \$14,000 Low \$9,000	"Anybody Seen Kate?" High \$14,000 Low \$9,000	"Anybody Seen Kate?" High \$14,000 Low \$9,000

## LOS ANGELES

	Feb. 2	Feb. 9	Feb. 16	Feb. 23
<b>EGYPTIAN</b>	"Woman of Affairs" High \$14,000 Low \$8,000	"Woman of Affairs" High \$14,000 Low \$8,000	"Woman of Affairs" High \$14,000 Low \$8,000	"Woman of Affairs" High \$14,000 Low \$8,000
<b>LOEW'S STATE</b>	"Fleet" High \$45,000 Low \$15,000	"Fleet" High \$45,000 Low \$15,000	"Fleet" High \$45,000 Low \$15,000	"Fleet" High \$45,000 Low \$15,000
<b>PARA-MOUNT</b>	"Wolf of Wall St." High \$57,000 Low \$15,000	"Wolf of Wall St." High \$57,000 Low \$15,000	"Wolf of Wall St." High \$57,000 Low \$15,000	"Wolf of Wall St." High \$57,000 Low \$15,000
<b>UNITED ARTISTS</b>	"Paying the Pains" High \$79,750 Low \$18,000	"Paying the Pains" High \$79,750 Low \$18,000	"Paying the Pains" High \$79,750 Low \$18,000	"Paying the Pains" High \$79,750 Low \$18,000
<b>WARNER BROS.</b>	"Redemption Sin" High \$13,000 Low \$8,000	"Redemption Sin" High \$13,000 Low \$8,000	"Redemption Sin" High \$13,000 Low \$8,000	"Redemption Sin" High \$13,000 Low \$8,000

## SEATTLE

	Feb. 2	Feb. 9	Feb. 16	Feb. 23
<b>SEATTLE</b>	"Showman Angel" High \$28,000 Low \$11,000	"Showman Angel" High \$28,000 Low \$11,000	"Showman Angel" High \$28,000 Low \$11,000	"Showman Angel" High \$28,000 Low \$11,000
<b>FIFTH AVE.</b>	"Valentine" High \$25,000 Low \$11,000	"Valentine" High \$25,000 Low \$11,000	"Valentine" High \$25,000 Low \$11,000	"Valentine" High \$25,000 Low \$11,000
<b>BLUE MOUSE</b>	"Revenge" High \$14,000 Low \$5,000	"Revenge" High \$14,000 Low \$5,000	"Revenge" High \$14,000 Low \$5,000	"Revenge" High \$14,000 Low \$5,000
<b>MUSIC BOX</b>	"Red Hot" High \$17,000 Low \$2,000	"Red Hot" High \$17,000 Low \$2,000	"Red Hot" High \$17,000 Low \$2,000	"Red Hot" High \$17,000 Low \$2,000
<b>PAN-TAGS</b>	"Red Hot" High \$22,000 Low \$3,000	"Red Hot" High \$22,000 Low \$3,000	"Red Hot" High \$22,000 Low \$3,000	"Red Hot" High \$22,000 Low \$3,000
<b>ORPHEUM</b>	"Air Legion" High \$17,000 Low \$5,000	"Air Legion" High \$17,000 Low \$5,000	"Air Legion" High \$17,000 Low \$5,000	"Air Legion" High \$17,000 Low \$5,000

## PROVIDENCE

	Feb. 2	Feb. 9	Feb. 16	Feb. 23
<b>STATE</b>	"Blumboat Bill, Jr." High \$26,500 Low \$10,000	"Blumboat Bill, Jr." High \$26,500 Low \$10,000	"Blumboat Bill, Jr." High \$26,500 Low \$10,000	"Blumboat Bill, Jr." High \$26,500 Low \$10,000
<b>STRAND</b>	"Naughty Baby" High \$11,500 Low \$2,000	"Naughty Baby" High \$11,500 Low \$2,000	"Naughty Baby" High \$11,500 Low \$2,000	"Naughty Baby" High \$11,500 Low \$2,000
<b>MAJESTIC</b>	"The Doctor's Secret" High \$13,200 Low \$2,000	"The Doctor's Secret" High \$13,200 Low \$2,000	"The Doctor's Secret" High \$13,200 Low \$2,000	"The Doctor's Secret" High \$13,200 Low \$2,000

## SAN FRANCISCO

	Feb. 2	Feb. 9	Feb. 16	Feb. 23
<b>WARR-FIELD</b>	"The Doctor's Secret" High \$41,400 Low \$14,700	"The Doctor's Secret" High \$41,400 Low \$14,700	"The Doctor's Secret" High \$41,400 Low \$14,700	"The Doctor's Secret" High \$41,400 Low \$14,700
<b>GRANADA</b>	"The Doctor's Secret" High \$14,100 Low \$6,300	"The Doctor's Secret" High \$14,100 Low \$6,300	"The Doctor's Secret" High \$14,100 Low \$6,300	"The Doctor's Secret" High \$14,100 Low \$6,300
<b>CALIFORNIA</b>	"The Doctor's Secret" High \$14,100 Low \$6,300	"The Doctor's Secret" High \$14,100 Low \$6,300	"The Doctor's Secret" High \$14,100 Low \$6,300	"The Doctor's Secret" High \$14,100 Low \$6,300

## KANSAS CITY

	Feb. 2	Feb. 9	Feb. 16	Feb. 23
<b>MAIN ST.</b>	"The Doctor's Secret" High \$30,000 Low \$4,000	"The Doctor's Secret" High \$30,000 Low \$4,000	"The Doctor's Secret" High \$30,000 Low \$4,000	"The Doctor's Secret" High \$30,000 Low \$4,000
<b>LOEW'S MIDLAND</b>	"The Doctor's Secret" High \$25,000 Low \$11,000	"The Doctor's Secret" High \$25,000 Low \$11,000	"The Doctor's Secret" High \$25,000 Low \$11,000	"The Doctor's Secret" High \$25,000 Low \$11,000
<b>TAGES</b>	"The Doctor's Secret" High \$25,000 Low \$11,000	"The Doctor's Secret" High \$25,000 Low \$11,000	"The Doctor's Secret" High \$25,000 Low \$11,000	"The Doctor's Secret" High \$25,000 Low \$11,000

## ST. LOUIS

	Feb. 2	Feb. 9	Feb. 16	Feb. 23
<b>AMBA-DOR</b>	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000
<b>LOEW'S</b>	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000
<b>PAUL-TAGES</b>	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000

## TACOMA

	Feb. 2	Feb. 9	Feb. 16	Feb. 23
<b>PAUL-TAGES</b>	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000
<b>BLUE MOUSE</b>	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000
<b>RIALTO</b>	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000	"The Doctor's Secret" High \$26,000 Low \$2,000

## SYRACUSE

	Feb. 2	Feb. 9	Feb. 16	Feb. 23
<b>STRAND</b>	"The Doctor's Secret" High \$11,000 Low \$5,000	"The Doctor's Secret" High \$11,000 Low \$5,000	"The Doctor's Secret" High \$11,000 Low \$5,000	"The Doctor's Secret" High \$11,000 Low \$5,000
<b>EMPIRE</b>	"The Doctor's Secret" High \$11,000 Low \$5,000	"The Doctor's Secret" High \$11,000 Low \$5,000	"The Doctor's Secret" High \$11,000 Low \$5,000	"The Doctor's Secret" High \$11,000 Low \$5,000
<b>STATE</b>	"The Doctor's Secret" High \$11,000 Low \$5,000	"The Doctor's Secret" High \$11,000 Low \$5,000	"The Doctor's Secret" High \$11,000 Low \$5,000	"The Doctor's Secret" High \$11,000 Low \$5,000

## WASHINGTON

	Feb. 2	Feb. 9	Feb. 16	Feb. 23
<b>COLUMBIA</b>	"The Doctor's Secret" High \$17,200 Low \$5,500	"The Doctor's Secret" High \$17,200 Low \$5,500	"The Doctor's Secret" High \$17,200 Low \$5,500	"The Doctor's Secret" High \$17,200 Low \$5,500
<b>EARLE</b>	"The Doctor's Secret" High \$17,200 Low \$5,500	"The Doctor's Secret" High \$17,200 Low \$5,500	"The Doctor's Secret" High \$17,200 Low \$5,500	"The Doctor's Secret" High \$17,200 Low \$5,500
<b>FOX</b>	"The Doctor's Secret" High \$17,200 Low \$5,500	"The Doctor's Secret" High \$17,200 Low \$5,500	"The Doctor's Secret" High \$17,200 Low \$5,500	"The Doctor's Secret" High \$17,200 Low \$5,500

## 'Canary' \$62,550 in B'klyn Minkus Ask; Man \$27,600

Brooklyn, March 19. Good talk in town for song business. Annual show and show must have stay another week. At least not those the wives and kids have at this display. Sharp with plenty of eye glass (example this and many others), plus a continuous show.

With Ash away on his vacation and the show and show amount had to give them. Canary Murder (Canary) "Flying Fleet" got \$25,000. Albino and "Girl on the Stage" got \$25,000. Fox has now gone vaudeville.

Stranger set up its good record with a holdover of "My Man" and got \$37,600, rated excellent. At Low's Metropolitan "Flying Fleet" got \$25,000. Albino and "Girl on the Stage" got \$25,000.

Estimates for Last Week

Albino—"Girl on the Stage" (Canary) (3,432; 35-40-50-75). Vaudeville picture ordinary picture. "Younger Generation" dialog (U) (4,000; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75).

Metropolitan—"Flying Fleet" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75).

Paramount—"Canary Murder" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75).

Week. "My Man" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75).

NEW ORLEANS FIGHTS RAIN  
(Drawing Population, 600,000)  
Weather: Rain (U)

Inclement weather was a detracting factor in the business. Five cutting into all grosses after more than a week of rain. The show their week with rain descending in the weather. Picture brought "Iron Mask" was hurt materially by the weather. Picture brought in to \$25,000, but the damper was on the business. Picture brought in to \$25,000, but the damper was on the business. Picture brought in to \$25,000, but the damper was on the business.

Estimates for Last Week

Strand—"My Man" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75).

Gilda and Tom's Personals  
\$30,400, \$41,300, Boston

Boston, March 19. (Drawing Population, 600,000)  
Feature of last week was the new house record at the Keith-Albee since which was the record. The show was "Weary River." While the big and higher priced houses in town were trying to prove each other with personal appearance matches, along home and away at a steady pace until the countup showed \$32,100.

At the big Met the business was considered very good in view of the fact that the show emphasized the personal appearance of Tom Mix than on the picture. Gross went to \$44,000. Keith-Albee had Gilda Gray in person and while not near the record, it was a good one. \$30,400. With a personal appearance here at the Met, Gilda hung up the house record. \$41,300, which still stands. State had a good week, with \$25,000.

Estimates for Last Week

Metropolitan (F) (4,000; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75). "The Dummy" (3,270; 35-40-50-75).









**RKO DISTRIBUTING CORPORATION**

# and SITTING PRETTY

Show World Raves! Exults! Acclaims!  
Gives Rousing Tribute and Fervent Endorsement to  
RADIO'S BOW-IN ATTRACTION!

Seasoned Veterans... Showmen... Editors...  
Box-office Authorities... Turn Verbal  
Handsprings and Backflips Over Manifold  
Marvels of 100 per cent ALL-TALKING  
WONDER SHOW!



**ARTHUR  
MURRAY'S  
'Syncopation'  
FOX-TROT  
SWEEPS THE  
COUNTRY!**

Arthur Murray, society's favorite dance instructor, has joined the nation-wide show campaign in behalf of "Syncopation." He has originated the SYNCOPATION FOX-TROT... a new dance... and already thousands of nimble feet are gliding across shimmering ball room floors to the swinging rhythm of the new and sensational dance. "Mr. Murray expects it to be as popular a dance step as the Tango... Judging by the eagerness with which society has taken it up."

**FRED WARING'S  
PENNSYLVANIANS**  
Fabulous All Talking All Singing  
Spectacle Drama

**PATRON**





# EVIDENCE PILES UP

## It reflects a nation-wide opinion

*Extract from  
Baltimore Sun:*

THE SUN, BALTIMORE,  
It seems that of all the firms offer-  
ing talking-picture entertainment,  
Paramount is accomplishing the trick  
best. They indicated as much with In-  
terference and The Doctor's Secret,  
 and it seems that they almost prove  
 their point with The Dummy.

*Extract from  
unsolicited  
letter:*

**Liberty**  
*A Weekly for Everybody*

Just one week ago we had the pleasure of sending you LIBERTY'S  
 three-star review of the Paramount picture "The Doctor's Secret".  
 This picture also called forth that rarity of rarities -- a full  
 page editorial in the same issue congratulating the producers  
 of the picture.

Now, in the issue of March 23rd, another fine Paramount picture,  
 "The Canary Murder Case", also wins LIBERTY'S three-star rating  
 of excellence. Someone might be uncharitable enough to say that  
 this giving of space to Paramount pictures on successive Satur-  
 days smells of a plot on our part! But there's no case! If you  
 people turn out one big picture hit on the heels of another,  
 LIBERTY will continue to take them as they come!

The nation names the leader in SOUND  
**PARAMOUNT**



## Nat'l Playhouse Appraisal \$1,000,000 Below Debts

Chicago, March 19. Creditors' appraisal of the National Playhouses has been appraisal of the circuit, has been set at \$5,000,000 and includes the Capitol, Avallon, Stratford, and Chatham; its buildings, properties and fees. Remainder of the houses on the circuit are leaseholds with most of them losing money. Sale is scheduled for March 29.

Bad issues on these properties exceed \$3,800,000. Liabilities include a \$750,000 first mortgage on the Capitol; \$830,000 on the Stratford; \$250,000 first on the Avallon and second mortgages on the Capitol and Stratford. In addition there is another third mortgage for \$200,000; unpaid interest of \$10,000; foreclosure and receivership fees of \$15,000; government taxes amounting to \$55,000; and another \$15,000 for liens and judgment. It aggregates all total of \$4,800,000, or almost \$1,000,000 more than the actual value of these properties.

This is believed to be reason there have been no bidders for the circuit up to now. Prospective buyers are holding out for the foreclosure sale, to be held sometime in May, to buy at what the houses are actually worth.

James Costen, operator, obtained permission from the bankruptcy court to remodel and renovate the Stratford in order to comply with city ordinances. Both the fire and health departments claim violations. With the general cleanup the houses will also be wired.

## Sun Misers

Chicago, March 19. Local picture houses are considerably worried over the movement in the City Council to advance the daylight saving time from April 28 to April 1. Council also proposes a new two hours instead of one. Theatre men have come out flatly in opposition to the movement and intend to fight.

## L. A.'S Jiny

Los Angeles, March 19. After 22 years as a grind picture house the Muse, on Lower Main street, is back to a five-cent toll, the same tariff at which it started. It is now the only five-cent house in town. Bill Rhode is manager.

## FOX'S N. Y. ANNEX

Plans for an annex to the Fox New York office have been officially delayed.

Construction on the 45th and 11th avenue block is scheduled to start April 1st.

## Radio's Spoils

Los Angeles, March 19. Radio Pictures has bought the stories "Painted Ladies" by George Ruhl, and "High River" by Gwendolyn Wagner.

## Nordlinger Back

Los Angeles, March 19. After being off the payroll eight weeks, Victor Nordlinger is back as casting director at Universal City.

## Vocafilm Suits

Suits are piling up for Vocafilm Corp. of America and David R. Hochreich, Abraham I. Siegel, an attorney, now claims \$100,000 damages for personal services rendered, and for the cash equivalent of 10 percent of the entire stock issue of Vocafilm. Siegel is suing W. Harry Williams, the Pittsburgh shaving cream man who backed Hochreich, as well as the latter and Vocafilm.

An order for substitute service against Hochreich has been granted. Latter is alleged to be living at 66 W. 11th street under the name of Richard C. Hyland. Permission to serve Williams by substitution at the Vocafilm offices, at 123 Fifth avenue, has also been granted.

A default judgment for \$5,000 has been granted last night. Schwartz on personal loan. One claim for \$1,000 is on a 90-day note dated Aug. 29, 1928; the other \$4,000 is for cash loans.

## FRANK NEWMAN'S CASE

Los Angeles, March 19. Frank Y. Newman, former manager of the Metropolitan, now the Paramount here, filed suit against Granada Theatre Corp., at La Jolla, Cal., through his attorney, J. B. Kornblum.

He seeks to recover \$12,445 loaned on notes secured by a chattel mortgage on the house equipment.

## U'S BIG MANAGER 19

Los Angeles, March 19. Universal's studio business manager is 19 years old. He is Sam Weisensthal, who formerly had the title of assistant manager.

Weisensthal succeeds Walter L. Stern in the spot.

## Indie Equipment Boys Cooking Own Goose by Unfilled Promises and Inside Strife; Big Electrics Benefit

Big electrics cutting their equipment prices and leaving interchangeability of product up to the distributor have contributed largely toward curbing the installation panic among indie exhibitors.

With Western Electric representative.

## Fox in Montreal?

Montreal, March 19. Fox is said to be quietly seeking a site upon which to build a 4,000-seat theatre. First mentioned land quite as good as those occupied by the Palace, Capitol and Loew's, but it means formidable competition. Famous Players Canadian Corp. now operates the present big theatres and a chain of neighborhood ones.

If Fox decides to build, a second run outlet may be gaining control of Consolidated Amusements, Ltd., and Confederated Amusements, Ltd., both of which concern between 10 and 15 houses with three more buildings.

## 'Kings' Has Its Holy Week Troubles in New England

With "King of Kings" (Duxbury) booked into three New England towns for Holy Week, two have been withdrawn as the result of protests, but the third will run after a flirtatious angle in the planned stage prodig has been eliminated. An advance halcyon in Bridgeport, Conn., started the trouble. Alfred Gottesman, owner of the theatre, had invitations sent to the clergy for a special preview. Rabbin in the town protested, resulting in notice of withdrawal. The members of a pastor's association demanded the showing.

At the same time Gottesman pulled the booking for New Haven. The picture ran there a year ago, but the withdrawal had to do only with the angle of avoiding further trouble. Gottesman said.

## NOO MUCH PUBLICITY

Providence, March 19. Too much court litigation has closed the Uptown theatre, one of the few second run houses which has been grabbing big coin.

Lessee disgusted with publicity of court proceedings over ownership of valuable property which they claim has hurt big. Courts here have several suits pending since owner lost property through auction sale to satisfy a \$100,000 debt.

## BIRMINGHAM BECOMES KEY

Birmingham, Ala., March 19. Birmingham is to be the point for booking and training of all Public acts for this part of the country.

With the transfer of Charles Brannan from Detroit came the announcement that the Alabama circuit, with setting of all players hopping the following week to the Howard, Atlanta.

ed either by instrument or contract is practically every important key control, with its own set of smaller in June houses ready for the market in April at little over \$5,000, exhibitors and indie equipment are getting more hard boiled in their treatment of indie apparatus purveyors.

A number of theatre owners, including several proprietors of important indie chains, have forestalled deals set with independent manufacturers to wait for the electric's June deal. The manufacturers in many cases are to blame. Constant promping of the electric attaching the electric to the indie film, or vice-versa, have failed to materialize in a number of instances with the electric's own indifference for the others in the field without big company affiliations.

## Cheeking Up

Exhibitors are getting equipment by checking up on their neighbors' installations. They are learning the griefs when not serviced in addition to the fear propaganda being constantly thrown through the grapevine.

As the result of the termination of the keyman's lease, the thousand and one indie equipments that blossomed from everywhere seem to be reaching their winter. Many of them have already died.

Precarious state of some of the indie sound makers has been due not so much to the device as to the yen for position among the partners. Internal rifts have frightened off many near-angels. Others have been forced to meet the restoration of normalcy by severe price cutting.

## Pacents' Sound Trick

This device in the indie field realized its greatest impetus when Louis G. Pacent came out with a \$2,500 indie machine. Pacent's trade has been the Warner, who were interested in it is credited for its strides when it made its debut. Even Pacent is now beginning to feel the lack of a film attachment. While he refuses to deny that the track system Warner are now said to be experimenting with in Hollywood is the attachment he promises, the postponement of its appearance until June has aroused skepticism.

Of all the indie prices, comedowns Biophone has probably hit the steepest grade. From equipment originally priced at \$4,500 and \$5,700 this apparatus, also groping for film attachment, is now asking \$4,900 and \$2,500. This company, long in the field before Pacent, claims 258 installations to the 400 Pacent has already made.

Litigation has proven an important factor, as well as steady servicing, in leading exhibitors away from the indie field toward the big electric. But, with the indie equipment situation in a chaotic state, the Charlie O'Reilly, former local exhib leader, is about ready to attempt the revivification of Biophone while Joe Hornstein has started peddling one called Humanophone.

## LOST ENGAGEMENTS!

T-M-B, The Telephone Message Bureau, completely eliminates the frequent disappointment and financial loss which so often befalls the actor or actress who is "out of touch" when the booking agent or manager fails. The importance of being instantly available is obvious. T-M-B members always are.

T-M-B receives, records and dispatches messages or orders in a most efficient, accurate and confidential manner. Send us your messages, and we'll be sure you're always on the job, working for you. Cost?



Phone BU566channa 4500

We'll gladly explain the details of this service.

TELEPHONE MESSAGE BUREAU  
27 West 65th Street, New York

## CHINESE GIRLS

Wanted at Once—Who Can Sing and Dance

## HONORABLE WU REVUE

Sailing to France-May 1. Opening at Ambassadeurs, Paris, May 23

Applicants Wire or Phone Immediately

Address: ERW CONNELLY  
WM. MORRIS AGENCY  
1560 Broadway, N. Y.

## Announcing

# EASTMAN REPROTONE NEGATIVE

the proved sound film

LABORATORY measurement of its sound fidelity

—actual use in the studios—Reprotone Negative

has undergone these two tests and has emerged as the pre-eminent medium for the recording of sound with motion pictures. Developed through the joint efforts of the industry and the Eastman organization, it makes possible a hitherto unapproached standard of realistic, pleasing sound reproduction.

## EASTMAN KODAK COMPANY

ROCHESTER, N. Y.



# 5—OPENINGS 5—NEW THEATRE RECORDS

That's the kind of a sure-shot you book when you place a date down on a Big Picture like

## DOUGLAS FAIRBANKS

in his latest and greatest box-office inspiration—

### "The IRON MASK"

in which DOUG TALKS for the first time on the screen—Directed by Allan Dwan.

By the Way—  
This same picture  
opened at the  
New  
Gallery  
in London as  
SILENT  
entertainment  
and broke the  
theatre record.  
Some Picture!

You're Right! **UNITED ARTISTS** of Course.



The M-G-M salesman  
is on the way to see  
you with the big news!



Get out the pen. There's  
no time to lose! Book-  
ing now starting!

(Victor  
Recording)

# HAL ROACH'S ALL-TALKING COMEDIES ARE NOW READY!

**Wired Houses Attention!**  
**BOOK THESE TODAY!**

*Act quick! You must get for your house the funniest  
cleverest ALL-DIALOGUE pictures that can be had!*  
*Imagine! These stars in Talking Pictures!*

OUR GANG in "SMALL TALK"  
and Two More

LAUREL-HARDY in "THEIR LAST WORD"  
and Two More

CHARLIE CHASE in "THE BIG SQUAWK"  
and Two More

ROACH'S ALL-STARS in "NOISY NEIGHBORS"  
and Two More

Starting  
MAY 4th  
ONE A WEEK  
**M-G-M**

The **TALK** of the  
Industry!

HEAR  
OUR  
GANG  
Talk!

HEAR  
LAUREL-  
HARDY  
Talk!

★ ★ ★ ★ ★  
HEAR  
HAL ROACH'S  
ALL-  
STARS  
Talk!

HEAR  
CHARLIE  
CHASE  
Talk!



# Inside Stuff—Pictures

In his efforts to get at the bottom of the illness of Charles Chaplin recently the Los Angeles newspapermen of the large press associations went to extremes and when protests were made at his tactics he got pretty rough in his language.

One of the correspondents' first steps was an effort to secure the cooperation of the Beverly Hills police in learning the exact condition of the comedian and to find out why a man suffering from pneumonia poisoning should be taken to a hospital. Ambitious editor of news overlooked the fact that the specialist happened to be Chaplin's regular physician. His next step was to insist that he be given a flashlight, the man, the night when it was explained to him that the comedian was running a temperature of 103 the newspaperman suggested that he had a good sized blanket in his office and that he was prepared to act as that of the Chaplin shield if he were to discover he had been fooled. These reports were somewhat heated up by the statement that attempt would be made to look into such tactics, the brilliant finally quieted down.

Interest displayed by newspapers throughout the country in the illness of Chaplin was out of the usual. Of the several thousand clippings but one suggested a p. a. story. Many of the articles were from editorial columns. London Daily Mail sent a draft for \$15.00 asking for the latest inside on the comedian's condition and the Sunday Express, also of London, asked for an expression from the invalid.

One of the old time cheapening producers in back in the field with a fresh bank roll determined to make a series of all talkers. His is remembered for a transaction he pulled five years ago with a big producing and releasing company wherein he received an ironclad release for 35 five-reel westerns with a guarantee of \$15,000 on delivery of each negative. He turned out the entire series within three months at an average cost of \$4,000 each.

Pictures were so bad that few of them could be released. But when the contract failed to read "on approval of acceptance" the distributor had to kick through with \$95,000, leaving the producer a clean \$65,000.

A chatter writer on a Los Angeles daily who loves to have parties and chatter given in her honor kept on the trail of a director whom she had been told gave marvelous parties. For more than a month she hinted she would love to attend a party that he gave. Fellow's friends are in the industry consisting of political police, businessmen and underworld characters. This chatterer did not know.

Finally the director invited her and arranged with a press agent to write a score of the rougher characters he could find. Big party was to be given at the home of the p. a. After the director and writer finished dinner, he invited her to the home of the p. a. Chatterer was gawping when she walked into ex cowboy and a lot of ladies all painted down "coch dances, etc. Columnist thought she would have to be going west, and everybody present had a laugh.

A little bird upset an early morning sound exterior for Pathe on the coast. Notes of a meadow lark ordinarily would lend color to a scene, but the sequence this bird picked out for his non-synchronization happened to be where many tons of synthetic snow were scattered over the landscape.

Two employees who tried to frighten the lark by shooting pistols only succeeded in being invited to the nearby police station. Situation was finally solved by the employment of a policeman to see that he could do to chop the bird away from the back lot set. This was finally achieved with pebbles.

Warners cut about three reels out of "Noah's Ark" between the Grauman's Chinese showing in November and the Broadway opening at the Winter Garden in March. Titled in Hollywood at 135 minutes, this was reduced to 106 by the new editing for the Manhattan showing. Any remake appears to have been a matter of the cutting room entirely.

Floods for the film were expensive. Water left so plentiful around Los Angeles. Took four hours to fill the big tank used and cost \$750 each time. Tank emptied in 18 minutes. Conditions danger involved in taking the spectacular pool city scenes with Dolores Costello reported wanting to quit three times.

Warners spent plenty on the Broadway opening. Have rigged up the marquee of the Winter Garden so that a curtain of steam rises from the eldes. Steam effects also employed at start of screening. New electric sign understood to have cost \$27,000.

With the tourist season in Los Angeles now at its height, real estate subdividers are employing every subterfuge to attract visitors to their tracts. One enterprising operator who conducts his own radio station, invited the public to become his guest to be taken through a real motion picture studio and meet the screen celebrities. This sounds alluring. Herded together with other chumps, loaded into a rubberroom bus they are taken to an acting school that has all the appearance of a studio. See a few picture sets and countless yodels taking screen lessons from a high powered, heavy lunged director. Following this the chumps are taken for a 20-mile drive through future metropolises, arriving at the real estate tract filled with visions of making a million.

(Continued on page 61)

## \$3,000 Blankets Three

### Film Houses in Portland

Portland, Ore., March 19. (Drawing Population, 310,000) Portland has completed installation of a six unit W. B. sound apparatus, claimed to be the largest equipment of its kind in the Northwest. No other house has more than four-unit equipment. Attraction here is the last large theatre to install sound. Theaters here have been the honors last week with Fairbanks' "Iron Mask." Seven shows the opening day. Plan to run film three weeks.

Portland (Public) (3:00; 25-40)—"Chinatown Nights," sound (Par). Good. Fairbanks' film first of its kind with sound here; did well; \$16,000.

Goodrich (Fox) (2:00; 25-40)—"Bellamy Trail," dialog (M-G). Held interest; Fanchon and Marco stage shows; \$14,000.

United Artists (Parker-Fox) (1:30; 25-40)—"Biggest draw for weeks; likely to go three; \$16,000.

Musie Box (Hamrick) (2:00; 25-40)—"Greyhound Limited," dialog (WB). Railroad film first of its kind with sound here; did well; \$12,000.

Blue Mouse (Hamrick) (1:30; 25-40)—"The Great Gatsby," dialog (WB). Moved from Minto Box did fairly; \$6,000.

Orpheum (Tobatta) (2:00; 25-40)—"The Rescue," sound (UA). All equipment. Excellent. Picture standard dramatic stage show; \$8,000.

Pantages (2:00; 25-40)—"Across Atlantic," dialog (WB). Drew plus vaude; business fair; \$11,500.

Higley (Zeppellin) (M-G). Drama 30—"Danger Street," good on paper; dialogue; five acts; \$6,000.

Durwin (Henry Duffy Players) (1:30; 25-40)—"The Circus Lover," stage drama, cost; popular for \$4,000.

5th Ave. Out Front With \$23,000 in Seattle

(Drawing Population, 500,000) Weather: Rain

Winter Garden ruled at the first-run houses the past week, but no word yet on the success of the new attraction, Fifth and Seattle again the leaders, the latter plugging for its anniversary bill.

Estimates for Last Week: Seattle (Public) (3:00; 25-40)—"Chinatown Nights," dialog (Par). Birthday program for this theatre heavily advertised; jumped up to \$17,000.

Fifth Ave. (Fox) (3:00; 25-40)—"Wear River," dialog (WB). Some stage thought Dick is getting fat; \$12,000.

Wear River (M-G). Drama 30—"Behind the German Veil" (Par). Realism with no romance proved great; \$11,500.

Columbia (U) (1:30; 25-40)—"On the Waterfront" (WB). Good to average, but some improvement last week; \$4,150.

Music Box (Hamrick) (1:30; 25-40)—"The Great Gatsby," dialog (WB). Clear, fast romance and liked; new third week and to be held another week; \$7,800.

Winter Garden (2:00; 25-40) (U Chain)—"Born to the Saddle" (U). Western type a natural for this house; \$12,000.

Pantages (1:50; 25-40)—"The Power of Extremity," dialog (WB). Big act; Zeppellin's stage-Atlantic also; \$4,300.

Orpheum (2:00; 25-40)—"Love and the Devil" (Pathe). Good fun program and his same way; \$5,000.

RELEASE OF "B'WAY MELODY" "Broadway Melody" (M-G) goes into 17 Lower house out of New York starting March 27.

## \$20,000 FIRE

Los Angeles, March 19. Liberty Theatre, in Long Beach, owned and operated by Donnelly and Whitehead, was badly gutted by fire which originated in the projection room from an unknown cause. Flames spread rapidly, burning their way through the roof. Damages estimated at \$20,000, mostly caused by ruin of drapes and decorations. Early morning blues.

## Rubens Abroad

Chicago, March 19. L. M. Rubens, downstate banker, in addition to his Great West Bank, has sailed for Europe with Mrs. Rubens for a combination business and pleasure tour. Rubens will be away several months.

## Now Vaudephone

Los Angeles, March 19. Carol Sax has bought Kansas territory for two units of Vaudephone, 30-minute show of its standard records which carries its own equipment.

## Put Over Vacation Switch

### As Detroit Theatre Aid

Detroit, March 19. Local theatres will get a break from school children during the Easter vacation this year due to the Board of Education finally agreeing to allow the schools a week after Easter instead of during Holy Week as heretofore. Lent affects the theatres here more than in most towns.

Change in the Easter vacation date is credited to the efforts of George W. Trendle, general manager of Kunsky theatres, prominent in local city affairs.

Last week Trendle was reappointed to membership on the Board of Directors of which he formerly was president, and at the same time was elected to the Board of Directors of the Union Trust Company.

## John Balaban Vacationing

Los Angeles, March 19. John Balaban (Balaban & Katz) is here for a short vacation at the Ambassador hotel.

# Comparative Grosses for February

(Continued from page 10)

## MINNEAPOLIS

	Feb. 2	Feb. 9	Feb. 16	Feb. 23
MINNEAPOLIS				
ROTA	"Doctor's Secret" \$20,000	"Showdown" \$20,000	"Redemption" \$20,000	"Canary Murders" \$20,000
High	\$20,000	\$20,000	\$20,000	\$20,000
Low	\$17,000	\$17,000	\$17,000	\$17,000
STAGE SHOW	"The Irish Rose" \$25,000	"The Irish Rose" \$25,000	"The Irish Rose" \$25,000	"The Irish Rose" \$25,000
High	\$25,000	\$25,000	\$25,000	\$25,000
Low	\$4,500	\$4,500	\$4,500	\$4,500
HENNEPIN				
PIN	"The Spies" \$14,000	"The Spies" \$14,000	"The Spies" \$14,000	"The Spies" \$14,000
High	\$14,000	\$14,000	\$14,000	\$14,000
Low	\$5,000	\$5,000	\$5,000	\$5,000

## PORTLAND, ORE.

	Feb. 2	Feb. 9	Feb. 16	Feb. 23
PORTLAND				
LAND	"Just Married" \$15,000	"Just Married" \$15,000	"Just Married" \$15,000	"Just Married" \$15,000
High	\$15,000	\$15,000	\$15,000	\$15,000
Low	\$12,000	\$12,000	\$12,000	\$12,000
BROADWAY	"The Girl" \$15,000	"The Girl" \$15,000	"The Girl" \$15,000	"The Girl" \$15,000
High	\$15,000	\$15,000	\$15,000	\$15,000
Low	\$12,000	\$12,000	\$12,000	\$12,000
PANORAMA	"The Girl" \$15,000	"The Girl" \$15,000	"The Girl" \$15,000	"The Girl" \$15,000
High	\$15,000	\$15,000	\$15,000	\$15,000
Low	\$12,000	\$12,000	\$12,000	\$12,000
ORPHEUM	"The Girl" \$15,000	"The Girl" \$15,000	"The Girl" \$15,000	"The Girl" \$15,000
High	\$15,000	\$15,000	\$15,000	\$15,000
Low	\$12,000	\$12,000	\$12,000	\$12,000
UNITED ARTISTS	"The Girl" \$15,000	"The Girl" \$15,000	"The Girl" \$15,000	"The Girl" \$15,000
High	\$15,000	\$15,000	\$15,000	\$15,000
Low	\$12,000	\$12,000	\$12,000	\$12,000
MUSIC BOX	"The Girl" \$15,000	"The Girl" \$15,000	"The Girl" \$15,000	"The Girl" \$15,000
High	\$15,000	\$15,000	\$15,000	\$15,000
Low	\$12,000	\$12,000	\$12,000	\$12,000

## From San Francisco "Examiner"

"The audience gurgled and guffawed and almost halted operations, denoting whole-hearted approval."

# HANBERS AND MILLIS

## NOW FEATURED PUBLIX UNIT

Week March 17, Capitol, Des Moines

# MURRAY PECK

## FEATURED JUVENILE

IN FANCHON AND MARCO'S "INDIAN SUMMER" IDEA WEEK OF MARCH 31, LOWRY'S STATE, L. A.

## FIRST APPEARANCE ON STAGE IN THE EAST

### FAVORITE STAR OF THE SCREEN

# HAPPY GO LUCKY

Now the Feature With Charles Niggemeyer's "HAPPY GO LUCKY" UNIT

PARAMOUNT, BROOKLYN, WEEK MARCH 16

## "VARIETY" Says

"Stage presentation 'Happy Go Lucky' introduced by Bobby Agnew, a click-looking juvenile with a nice voice and ingratiating personality."

THANKS TO THE VARIOUS PRODUCERS AND AGENTS FOR THEIR MANY OFFERS



**FOR BROADWAY AT \$2.00!**

**THE MOST BEAUTIFUL THING IN THE WORLD**

**Corinne Griffith**  
in **The Divine Lady**

With H. B. Warner, Victor Loring, Ian Keith, Marie Dressler.  
Produced by Lunt, Lloyd, who made "The Sea Hawk." Presented by Richard A. Rowland.

**First National**  
**VITAPHONE**

Sold on an  
Individual Basis



Physical Distribution  
Thru Educational Exchanges

Presents

# A THRILLER

FULL OF HOKUM WITH CLASS

# ALL TALKER

Sensational Melodrama in Evening Dress



Recreating  
the Broadway Stage Success, "FOG"

By John Willard  
Author of "The Cat and the Canary"

*The Cast Includes*

JAMES KIRKWOOD, LLOYD HAMILTON, MARY BRIAN,  
JOHN LOADER, HALLAM COOLEY, ROBERT AMES,  
FRANK REICHER, NOBLE JOHNSON, BEN HENDRICKS

## A Marshall Neilan Production

They won't need eyes at all to thrill at this startling story of the Frisco docks and Tiger Larrabee's death ship. A beautiful girl and her rival lovers; the gristly midnight fog through which an unseen fiend launches silent, invincible death bolts; a scared-to-death, stuttering valet for comedy relief; the hissing, creeping black waters that carry the ship and its frantic freight down-bay until—

Western Electric Synchronization,  
Both Film and Disc

Produced at Metropolitan Sound  
Studios, Hollywood

**British and Dominions Films Corp., Ltd.**

# Cohen U's Operator

Louis Cohen, theatre site picker, buyer and seller, will come east to operate the entire Universal circuit of theatres.

Cohen recently left Fox's West Coast chain as head of that string's really department to go with U on a one-year contract. Leemille holds a two-year option on his services after this year.

U circuit comprises about 250 theatres and has been under Louis Metzger. Latter stays as general manager. Cohen will make his headquarters in New York. He has been a resident of California for the past two years.

# E. V. AS PRESIDENT

New Orleans, March 19. E. V. Richards was elected president of Saenger Theatres, Inc., at the annual meeting and Julian Saenger becomes chairman of the board. Richards has been vice-president and general manager. Changes will occasion no difference in maintenance and operation.

# No Hope in Pennsylvania, But Ohio Has Other Ideas

Pittsburgh, March 19. Looks like all the agitation by local legislators for a revision in the Sunday blue laws will go for naught. By an overwhelming vote last week, the Law and Order Committee of the House of Representatives in Harrisburg refused to report out any of the measures designed to modify the 1794 laws and also declined to permit a hearing. Legislators favoring a change in the blue laws intend to keep up the battle but the assembly adjourns early next month and it looks like a hopeless battle.

Cleveland, March 19. Ohio showmen wallowed by the state's antiquated blue laws are putting all their hopes in the Marshall bill, which, if okayed by legislators, will permit movies on Sundays.

Ohio churchmen are backing the measure on the grounds it will keep the young 'uns out of mischief, instead of seeking amusement in roadside petting parties. It's also being ballyhooed by merchants and business men.

Baltimore, March 19. City Council balked the fight for Sunday movies last week when by a vote of 16 to 1 they adopted a resolution requesting the General Assembly of Maryland to confer power and authority upon the Mayor and City Council of Baltimore to regulate the exhibition of motion pictures on Sunday.

It is expected that a favorable report on the Callan Sunday motion picture bill will be returned by the House City delegation at Annapolis this week.

# Mindlin Bows Out

Mike Mindlin seems to build em and let other people run 'em. Having already vacated the driver's seat at the St. George, Brooklyn, and the 6th Street and Little Carnegie, Manhattan, the sure seat impresario is now out of the new art cinema at Buffalo and Rochester due to open this month. Synon Gould adds these houses to his garland.

# McMullen Indicted

Chicago, March 19. G. L. McMullen, former secretary of the Gregory-Bernauk Theatre Corp., reported to have testified before the grand jury which indicted Gregory and Bernauk for violation of the blue sky law, was himself indicted last week. A woman charged he had defrauded her of \$25,000.

McMullen is an attorney by profession.

# Non-Union Operation

Oakland, Cal., March 19. Americanized Al W. E. wired house is operating with a non-union crew following the walkout of actors, stage hands and musicians. Union men blew in sympathy with ousted crew at Strand, Alameda, Cal., controlled by the same company.

Latter house announced a non-union policy upon installation of wired equipment.

# LAMB WITH ELECTRICS

Los Angeles, March 19. Arthur B. Lamb, for the past year secretary and business manager of the Motion Picture Theatre Owners of southern California, has resigned.

He has accepted an executive position with Electrical Research Products Corp., subsidiary of Western Electric. He will be assigned to Pacific coast territory with headquarters here.

# PORTLAND'S LOCAL DEVICE

Portland, Ore., March 19. Design of a new disk type of sound reproducing equipment has been perfected by Shields and Featherstone, two local motion picture engineers. First installation has been made at Gellers theatre, suburban house.

Equipment is of low cost and adapted for medium sized theatres. It is proposed to manufacture the machine here.

Iowa, Town's Sundays Mount Vernon, Ia., March 19. Church and films in this town will heretofore vie for patronage on Sunday. Voters approved Sunday movies by a majority of over 100 votes and all votes out.

# Sound Operator Troubles With Road Commercials

Union trouble, through the Fox-Case Movietone department using non-union operators with machine devoted to sound films in hotels and saloons has been avoided through the I. A. replacing them with Alliances men. The I. A. is placing its men under road contracts at the prevailing sound operating scale of \$125 weekly on the understanding that only one operator is necessary to operate the machine carried.

This commercial aspect at present is confined to the auto industry which is using the sound films for exploitation and sales purposes.

I. A. had been informed by Fox-Case execs that in certain localities additional operators had been forced upon them and at alleged prices considered all out of proportion to either road or local scales. President William Canavan of the I. A. has instructed all locals to stop this practice at once.

# Fox's New Division

Los Angeles, March 19. Fox has taken the houses in Montana out of its West Coast's division and created a separate division for them. Will Steege, manager of theatres operated in Great Falls, has been put in charge of this Montana division and will continue his headquarters there.

New theatres are to be erected in Billings, Great Falls and Butte. Steege to have supervision of construction.

# BURLINGTON, IA., CHANGES

Burlington, Ia., March 19. Central States Theatres Corp. has concluded negotiations with the Louis Jacobs interests here purchasing the Palace theatre. House will be added to the Rialto, now operated by Blank, and firm announces construction of a big house.

Grand theatre, a road and vaudeville house, continues under Oscar Jacobs' management. Under terms of the agreement with Blank it will be available only for road attractions. Palace is wired by RCA Phonograph.

# WEST COAST NOTES

Richard Thomas has leased space at the Mack Bennett studios, where he will produce "Forgotten Women," featuring Belle Bennett. It will be an all-talker for the independent market.

Columbia signed Ralph Graves to a five-year optional contract as feature player.

Noble Johnson added "Dr. Fu Manchu" (P.R.).

Clyde Cook added "In the Headlines" (WB).

M-G-M has William De Mille under term contract to direct, talker. Henry Fink, appearing in "Broadway or Bust" for Warner Bros., will move to the Fox lot, where he has been signed to sing two numbers in "Fox Movietone Pollies."

Robert T. Haines and Craufurd Kent added to "Careers" (F. N.).

Fay Ruth Miller added to "Twin Beds," starring Jack Mulhall (F. N.).

Nile Astler on new term with M-G-M.

Jane Murnin for Radio, to write dialog.

Charles Stevenson, Evelyn Seibie, (Continued on page 31)

# Watch for This Vitaphone Feature

It Will Be the Last Word in Talkers

# "THE GREEN GODDESS"

Starring George Arliss

Directed by

ALFRED E. GREEN

FOR WARNER BROS.

# WE PICTURED THAT "SHOW BOAT" "BROADWAY" "THE MINSTREL MAN"

would be the three outstanding pictures of the year.

# "SHOW BOAT"

has been completed, wonderfully directed by Harry Pollard. The verdict of the society premiere at Miami and Palm Beach will be the verdict of the world.

In "SHOW BOAT" Carl Laemmle has the greatest talking and singing picture ever made. Of course, we had something to do with it, or we wouldn't be paying for this ad.

No. 2 is "BROADWAY." Prepare to rave over Carl Laemmle, Jr.'s, production of this greatest of all Broadway stories.

Then ask us how we can possibly top these two with "THE MINSTREL MAN"?—but we're doing it.

EDWARD J. MONTAGNE

EDITOR-IN-CHIEF—UNIVERSAL PICTURES



# A PIOT TEXAS

"Queen  
of the  
Night Clubs"



Out Front at the  
Box Office—Inside  
On the Screen

# GUINAN

**NOW PLAYING  
MARK STRAND**

**THEATRES**

**NEW YORK and BROOKLYN**

A hundred million ticket buyers are waiting  
to see and hear the Princess of Good Cheer  
in this action-picture of New York's Main  
tem—Broadway! Get your dates set now!

Directed by  
**BRYAN FOY**

Scenario by  
**MURRAY ROTH and  
ADDISON BURKHART**







# TELLING your PUBLIC

*National advertising to show how Sound Pictures were made possible by Western Electric with the co-operation of progressive producers and exhibitors.*

**"S**CIENCE, art and business, working shoulder to shoulder have accomplished it." This statement is made in the first of a series of advertisements on Sound Pictures, to be published this year by Western Electric.

These advertisements will set the public straight on three important facts—

First, that Western Electric made the first successful Sound Picture system — a development of the Bell Telephone Laboratories. Second, that leading producers have faced the difficulties of the new studio technique and, with the help of Western Electric equipment, are making better and better Sound Pictures. Third, that exhibitors in more than two thousand theatres have shown characteristic eager-

ness to serve their patrons by equipping with the Western Electric Sound System.

*—and selling your public*

This is your advertising, selling your customers in millions of homes, month after month. It will give the nation a better understanding and a greater appreciation of what Sound Pictures are and where they are going. Here is an authoritative interpretation of a great new art in which the moving picture industry is making a tremendous investment.

Thus to its recognized services as manufacturing pioneer and technical sponsor of Sound Pictures, Western Electric now adds the important role of interpreter.

**Electrical Research Products Inc.**  
250 West 57th Street, New York, N. Y.

*The Western Electric Sound Picture Advertising will appear during 1929 in the following publications, the first advertisement to be in:*

The Saturday Evening Post, April 6  
Liberty, April 6  
Collier's, April 6  
Life, April 5  
The New Yorker, April 6  
Time, April 8  
Photoplay, May  
Motion Picture Magazine, May  
Motion Picture Classic, May  
College Humor, May  
American Boy, May

**Western Electric**  
**SOUND SYSTEM**



# Columbia Scores Again!

*Film Critics Everywhere Say  
Very Nice Things About—*

## "The YOUNGER GENERATION"

A GREATER BOX-OFFICE  
PICTURE THAN  
HUMORESQUE

READ THESE --

**TENSE DIALOGUE  
SEQUENCES**

**MARVELOUS  
SYMPHONIC SCORE**

**GREAT  
FANNIE HURST STORY**

NOTABLE CAST INCLUDING

JEAN HERSHOLT

LINA BASQUETTE

Ricardo Cortez, Rex Lease

**A FRANK R. CAPRA  
PRODUCTION**  
DIRECTOR OF "SUBMARINE"

"Frank Capra is to be congratulated. Story is invested with a convincing quality that precludes any doubt of realism. Jean Hersholt's portrayal brings tears to spectator's eye."—*New York American*.

"Fannie Hurst put a lot of pathos and humor in the story, and the screen version is faithful. Jean Hersholt is a convincing kibitzer and a lovable father."—*New York Telegram*.

"Jean Hersholt makes you weep. Carries 'The Younger Generation' into the hall of movie successes. Dialogue reveals good speaking voices."—*Pittsburgh Press*.

"A rather poignant film."—*New York Sun*.

"Considerably enhanced by excellent character portrayals and talking sequences above the average. Hersholt is better than in 'Abie's Irish Rose'."—*Pittsburgh Post-Gazette*.

"One of the finest stories from the pen of Fannie Hurst. Superbly acted by a notable cast."—*Brooklyn Daily Times*.

"To say that this is a surprise is to put it mildly."—*N. Y. Evening Post*.

"Amusing and satisfying. Hersholt is genuine."—*New York Times*.

"Another step forward in the synchronization of sound and photography. Its dialogue is good and contributes a substantial dramatic value to the picture."—*Brooklyn Daily Eagle*.

"Effective. Entertaining. 'The Younger Generation' is a worthwhile film."—*New York World*.

"Jean Hersholt gives a wonderfully human impression in a heart-searching role in 'The Younger Generation.' Moves into the rank of Emil Jannings for his art in the expression of emotion."—*Pittsburgh Dispatch*.

"First-rate movie, made doubly so by splendid synchronization of sound and photography. Runs the gamut of human emotions. A capacity audience enjoyed it thoroughly."—*Brooklyn Citizen*.

"Full of heart throbs and sentimentality."—*New York Herald Tribune*.

"Jean Hersholt is very good. His portrayal is poignant and gripping."—*New York Evening World*.







# TIFFANY-STAHL ANNOUNCES

TO BE RELEASED IN APRIL

HEAR

FOR THE  
FIRST TIME

# BELLE

THE GREAT

# TALK

# MOLLY



SYNCHRONIZED BY  
RCA PHOTOPHONE

SYNCHRONIZATION  
AND SCORE  
By HUGO  
RIESENFELD

A GREAT THEME SONG  
by L. WOLFE GILBERT & ABEL BAER

Play These Box-Office Sound

"Lucky Boy"—A screen novelty custom-built to the amazing proportions of George Jessel as an entertainer. Directed by Norman Taurog and Charles C. Wilson. Dialogue and titles by George Jessel.

"Midstream"—Starring drama of a man whose withered old age is restored to fresh youth and love. With Ricardo Cortez, Claire Windsor and Larry Kent. Story by Frances Guitan. Directed by James Flood.

"New Orleans"—Revelry, raking and romance in Mardi Gras land with William Collier, Jr. and Ricardo Cortez in love with the same girl, portrayed by Alma Bennett. Story by Jack Natteford. A Reginald Barker production.

ALL THESE FEATURES CAN BE HAD WITH

## TIFFANY-STAHL PRODUCTIONS INC.

1740 BROADWAY

NEW YORK CITY

ANOTHER BOX-OFFICE SENSATION

**BENNETT**

SCREEN FAVORITE

AND **SING**

**and**

WITH  
**JOE E.  
BROWN**

**ME**

IN THE LAND OF MAKE BELIEVE  
Published by LEO. FEIST INC.

Pictures for Prestige and Profits

"Two Men and a Maid"—Burning desert sands, the Foreign Legion and a girl who sets men's hearts aflame and drives them mad. William Collier, Jr., Alana Bennett, Eddie Gribbon and George Stone. Story by Jack Natteford. Directed by George Acheard.

"Whispering Winds"—In his heart there was room for love for two women—in his life room for but one! A new slant on a triangle drama with Patsy Ruth Miller, Malcolm McGregor and Eve Southern. Directed by James Flood.

"My Lady's Past"—A jilted spinster turns the tables when fate provides her with a ready-made reputation for being a heart-breaker. Belle Bennett again with Joe E. Brown. Story by Frances Hyland. Directed by Albert Ray.

SOUND ON FILM OR ON DISC OR SILENT

TIFFANY-STAHN PRODUCTIONS INC.

1540 BROADWAY

NEW YORK CITY



## BELLE BAKER LEADS RADIO VOTE; VALLEE 3D AS POLL NEARS END

Belle Baker hopped into the lead in R-C-O's radio contest early last week, and retained it to Saturday. Casting of ballots in all Keith theatres, through word of mouth, in among vaude patrons will select their own radio bill for April 2, ended Monday (March 19).

Rudy Vallee slipped to third place, 286 points behind Miss Baker. When the western theatres started rolling in during the week, Majority of Vallee's 7,412 votes came in from New York and eastern theatres, with Vallee a radio name in the east and not identified as a vaude name elsewhere.

The 15 leaders, including Saturday, were:

Belle Baker	7,689
Van and Schenck	7,428
Rudy Vallee (band)	7,412
Happiness Boys	7,357
Ellis King Band	7,357
Laurence Joy	7,049
Ben Bernie (band)	7,016
Little Jack Little	7,008
Charles Ray	6,997
Sophie Tucker	6,988
The Patricolas	6,988
Tom Lewis (band)	6,973
Gilda Gray	6,970
The Hillbills	6,945
Nick Lucas	6,939

Of the number, Jack Little and the Hillbills are up with the first for the first time.

Fans continued sectional in their votes, in most instances naming vaude to have most recently played their respective towns.

All votes cast up to March 19 will be returned to New York for counting by this week.

### PATHE'S TWO-REELERS

Double Series—One Will the Gleaners, Other All-Negro Stories

Los Angeles, March 19.—Pathe is inaugurating an department short subject, distributed by Moxley, and is now dealing with a tentative number of four pictures will be made first. These are Hugh Wiley's "Wildcat" and "The House of the Living Dead" and domestic comedies featuring Mr. and Mrs. James Gleason. "Festa have been made" of "Birds and Bubbles" colored comedy team from vaude, and a golf story that sent the Gleason chain.

### Delmar Back as Scout

Jule Delmar is back with Keith's booking office as a new act, and theatre scout. "The scout role will be temporary, with Delmar possibly to return to the books later on. Delmar has been an agent for a year in partnership with Charlie Bierbauer, now George Godfrey's assistant. Bierbauer, Delmar agency dissolved March 19, that Delmar booked Keith's southern houses for years.

### BURN RESUMES SHORTS

Los Angeles, March 19.—Benny Rubin returns to the United for April 1 after four weeks on tour for Fanchon and Marco as guest m. c. He will resume work on a series of short, sound comedies in which he is the star. Next picture will be "Chasin' the Red Aways." Eddie Kane will appear in support, Jack Foley directing.

### BELLE BAKER'S "RED"

Los Angeles, March 19.—R. H. Griffith, director Belle Baker in "The Bed of Innocence" which will be produced as a musical by Edward Small at the Columbia studios July 1.

Howard J. Green wrote the story.

### PHILLIPS PROSECUTED

Anonymous Informer Stirs Trouble for Norman, Jr.

Norman Phillips, 38, actor, was summoned to appear in Harlem court before Judge McLean, Jr., on the charge of permitting a minor to perform.

Agents of the Children's Society who have been informed by an anonymous complaint, went to the Orphan and witnessed Phillips' 11-year-old son, Norman, Jr., in the act with his parents. Therapy served the summons at the completion of the act.

Phillips accepted the summons and will offer a defense.

### Keith's Reiterates Its

#### 5 P. C. Limit Dictum

All acts in R-C-O theatres have been advised by letter not to deliver commission to agents personally and all R-C-O theatres managers have been instructed to inform acts to the same effect.

This is a follow-up by Keith's on letters sent to acts last week by agents, through which the agents went on record as advising acts that no more than 5 per cent. was allowed, nor can be accepted.

The letters, signed by George Gower, Keith's booking head, in the form acts that all commissions are deducted by theatres and forwarded to agents through the Collection Agency. This amounts to 10 per cent. of the total of 10 deducted from acts' salaries goes to the booking office through the same channel.

Any commissions personally paid to agents will be regarded by Keith's as extra commission and a violation of the booking office rule limiting agents' share to 5 per cent.

### Freed by Coroner: Colored

#### Singer Under \$1,000 Bail

George Dewey Washington, colored baritone, was freed by a coroner's jury of blame in connection with the death of a white girl, colored waitress, who was killed while driving with Washington on the outskirts of the town last week. Following his dismissal, Washington was arrested on a warrant charging him with reckless driving. He was released under \$1,000 bail to appear in court tomorrow (Wednesday). Public cancelled his booking at their house here because of the publicity.

### Never Turn Shall Meet

Chicago, March 19.—The Simon Agency of Chicago made another futile attempt to get an eastern RKO franchise, getting into a deadlock over the terms. Ruling is that no western agent can open an eastern office, and vice versa.

### JOE SMITH'S NOTES

Joe Smith (Avon Comedy Four) has not lost his voice. He was for 10 days in the hospital, but the doctor following a successful operation for the removal of a polyp on his throat. (During his enforced silence Smith used a pad and pencil and is now compiling collating his notes into a novel. Comedy fourmalls make for Europe March 30 on the Ile de France.

### HELD ON POLICE CHARGE

Leslie Morton (Morton and Robinson) will be tried today (Wednesday) in March 19. He is charged with the charge of possessing policy. Morton pleaded not guilty. In Washington Heights a man was held for trial. His vaude partner is "Bromie Robinson, widow of a vaude partner, producer of "Dark-Town Follies."

### Circusing Magician

Ore Parks, formerly with "701 Ranch," has been engaged as an advance for Blackstone, magician, at the Low circuit. He goes a week ahead.

## A Reader's Idea of "Variety" in Church

### NORTHEAST CONGREGATIONAL

M. C. McFarlane, M. C. 80 Minn., Full Stage

Harford, Conn.

Ordinary establish throughout

without much to shout over.

Feeler overtured with a blue

opened with a song comic by

the peeler, pluggers and cus-

tomers. No smash but got over

for an opener.

Responsive readings in the

the dance. No hot here either.

Regulation routine with the

customers doing straight for

the m. c. Clipped with the

family trade but no whoopee

out of the hi-hats.

Vaude in the key. Good

class not save for the warbler

who sprang. Crafty lyrics

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HENRY CHESTERFIELD,  
Secretary.



Telephones Chickerling

6800  
6801  
6802  
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6804  
6805

# NATIONAL VAUDEVILLE ARTISTS, INC.

229 West 46th Street

NEW YORK CITY

## To Members and Non-Members of The National Vaudeville Artists

The time has arrived when all artists earning their living in the theatrical profession should realize, individually and collectively, the tremendous welfare work that is being done by this association.

This year the heads of the vaudeville and picture world have expressed their approval, unanimously, as to the merit of this splendid and necessary work and have gone on record to assist us in every way possible to raise funds, in order that we may carry on the task of assisting those who find themselves, through destitution or sickness, unable to help themselves.

One of the methods used in the past was to distribute tickets and solicit advertisements for our different benefits. This year that plan will be abandoned. We are leaving the choice up to the artists. They may, if they so desire, purchase tickets or take ads in our Year Book. However, now that the heads of the industry are planning to work in our behalf, we, the artists, must show them that we, too, appreciate our responsibility in caring for our less fortunate brother and sister performers and should not leave the burden of raising funds entirely on their shoulders.

I am, therefore, appealing to each and every artist, no matter what part of the country you may be in during N. V. A. week, beginning April 14, 1929, to consider it your duty, and let it be a duty of love and gratitude, to offer your services in any capacity to the managers of theatres who may be working for our drive to raise funds.

With a united effort on our part we will make N. V. A. Week a triumphant success and earn the blessings of those who weekly will receive the fruits of our labor.

*Henry Chesterfield*

Executive Secretary.



# "N. V. A. Drive"

## FOR THE NATIONAL VAUDEVILLE ARTISTS' BENEFIT FUND

*Will Be Held During the*

**Week Commencing April 14, 1929**

In previous years this movement was sponsored exclusively by theatres playing vaudeville and combination vaudeville and motion pictures. THE VAUDEVILLE MANAGERS' PROTECTIVE ASSOCIATION begs to announce that this year arrangements have been made whereby all the vaudeville theatres, the combination vaudeville and motion picture theatres and all the motion picture presentation theatres are united as one body to insure the success of this drive.

At an executive meeting held March 13, 1929, at the Vaudeville Managers' Protective Association, the following executive heads of all the prominent circuits passed a resolution heartily endorsing the National Vaudeville Artists, Inc., its aims and purposes, and pledged the unqualified support and co-operation of themselves and their great organizations for this worthy cause.

WILLIAM FOX CIRCUIT AND AFFILIATIONS.....	{ William Fox Harold B. Franklin Chas. Levine
LOEW CIRCUIT AND AFFILIATIONS.....	{ Nicholas Schenck Edward Schiller Chas. Moskowitz
PUBLIX THEATRES.....	{ Sam Katz Milton Feld
RADIO-KEITH-ORPHEUM .....	{ Hiram S. Brown L. E. Thompson Joseph Plunkett
WARNER BROS., STANLEY CO.....	{ Harry M. Warner Spyros P. Skouras S. H. Fabian

## Inside Stuff—Vaudeville

Van and Schenck Paper Mills, Inc. is almost a fact. Gus and Joe bought 15 acres of land and factory at Kabu, Germany, for \$25,000, and have a guarantee of 17 1/2 per cent. on their money.

Dini closed between the boys and a cousin of Gus Van's wife. The warblers are now newspapers.

An actor out west recently received a letter from his New York agent telling him he would not have to pay any more extra commission as the office had ruled against this practice.

In the same letter was a note from the agent's secretary reminding the performer how hard it was to maintain a staff and give an act the proper representation for a meagre 5 per cent. and urging that any extra commission could be sent to the secretary and would be appreciated.

An epidemic of vaude agents turning feds legit impresarios impende. Lew Cantor paved the way with his legit tries.

Other agents are now dittoing. Ebs Baker, with "Gollurio" at the Waldorf, New York, is the latest to succumb. Jack Linder clicked the first time out with Max West's "Diamond Lil" and topped with "The Bachelor."

Wesley Frazer is still running Keith's Boston agency in addition to the fifth floor books in New York. Frazer was brought to New York by R-K-O to succeed Tink Humphrey as fifth floor head.

He is now splitting his time between New York and Boston. Three Boston bookers are under his supervision as well as the five in New York.

Recently an act was submitted by an "outside" agent to the booking office of a principal vaudeville circuit and accepted at a salary of \$1,200. The contract was made out and delivered to the act. Three days before the date of opening, booking office asked the agent if he would be so kind as to cancel the act and forget the contract. Thinking co-operation on his part would lead to further business with the booking office, the agent agreed to allow for the b. o. and persuade the act to accept the cancellation without quibbling at such a late date. The next day after the contract was destroyed, the booking office notified the agent that it had changed its mind and would play the act in the original date—but for \$200 less than the first contract called for. Agent had no alternative but to accept, despite the overnight decrease.

The individual booker, who first booked the act was not responsible

for the cancellation, nor for the change of mind. The assistant head of the booking office manipulated the chess.

The opposition booking boys are being quite nice. Keith's Loew's and Fox's vaudeville agencies as a helping hand trimvurate sounds like a pipe dream, but here are the facts:

Last week Jack Loeb, Fox booker, wanted Dave Apollon and Co. flash act, for the opening vaude bill at the Fox, Brooklyn (this week). Apollon was previously booked for the Metropolitan (Loew's), but J. H. Lubin, Loew booker, agreed to let Loeb have the act, and to have that act play in opposition to a Loew theatre.

In need of an act to fill in for the Apollon cancellation, Lubin, in turn, asked George Godfrey, Keith's booker, to release Mr. Wu from Flushing the same week. Godfrey okayed, and Mr. Wu played the Met for Loew's instead of Flushing for Keith's.

With both the Palace, New York, and Davis-Pittsburgh, now playing three shows one day a week, there is not a strictly two-a-day-straight vaude house east of the Palace, Chicago.

Increased attendance pushed the Palace, New York, to three on Sundays and the Davis is doing it thrice on Saturdays.

Enough Lyons & Lyons slumped around New York to lose a good sized banquet.

Originally booked for the opening vaude bill at Fox's Brooklyn (this week) Frank Fay is at the Palace (Keith's), New York, instead. Fay objected to second billing and accepted Keith's Palace offer.

Since settlement of two actor-agent disputes by George Godfrey, Keith's head booker, no complaints have been registered by acts with Keith's out-man arbitration board. An expected, acts entitled to filing a complaint with Keith's have shown themselves to be content to drop the matter rather than go direct to the booking office (Godfrey).

Tough blow to the Hurtig and Seamon firm to lose their new theatre in Jamaica, L. I. which through the initial legit booking arrangements was styled the Shubert. According to the dope the H. & S. families pooled their money to go into the \$225,000 building venture. Failure to raise \$4,000 resulted in foreclosure and receivership. H. & S. has closed its suite in the Grand building, taking smaller office space in the Bond building.

H. & S.'s five Mutual shows are still operative under I. H. Hork, but it is understood the firm will not have that many on the circuit next season.

## Theatres Proposed

Buffalo, N. Y.—Also stores and office bldg.; \$100,000. Benson and Casanova local. Architect, Henry La Spain, local. Policy not given.

Canton, Ill.—\$195,000. Owner, Sam Thompson. Local, Architect, T. A. Thompson. Local. Policy not given.

Chicago, Ill.—Also store, office and apt. bldg.; \$195,000. 1929 st. and Westworth sts. Architects, Hudler & Shidmore, Hammond, Ind. Policy not given.

Chicago, Ill.—\$115,000. 301 N. Main st. Owner, John J. Miller. Architects, Chicago. Policy not given.

Chicago, Ill.—Also apt. bldg. and stores; \$125,000. 1919-20 Broadway. Architects, L. L. Lottin & Co., Inc., Chicago. Policy not given.

Madison, Wis.—Also hotel bldg. Owner, Washington Bank & Trust Co., Washington. Architect, Fred Jacobs, Chicago. Policy not given.

New York, N. Y.—Also stores and office Broadway bet. 47th and 48th sts. Owner, Walter Stein. Policy not given.

New York, N. Y.—\$1,115,000. North Fifth bet. 10th and 11th sts. Architect, Fred Kass—also owner; \$1,030,000. 34 N. 5th st. Owner, C. J. Marcell.

Architect, R. F. Volpert, Wichita, Kans. Policy not given.

West Bend, Ind.—Also store, office and bldg. (operation), \$100,000. Main st. Owner, August Berkebile. Architect, Ross Lockman, Milwaukee, Wis. Policy not given.

## JUDGMENTS

Abe Engel; M-G-M Dist. Corp.; \$550. Chas. E. Fyfe; Nat. Studios, Inc.; 112. Wm. Anthony McGeehan; J. B. Shubert.

George Theatre; Isaac J. Kaplan; 1784. George J. Loefer and Irving Theatre Corp.; \$1,075.

Irving M. Loefer and Irving Theatre Corp.; \$1,075. Plamm; Triangle; Iron Works, Inc.; \$1,125.

Shubert; Loefer; 1784. The Transbair; \$1,050.

W. S. Theatre Corp.; West End Theatre Co.; \$1,125.

Marion Foods, Inc.; State Ind. Comm'n.; \$1,125.

Harry Ross; City of N. Y.; \$451.

## FOURTH CONSECUTIVE WEEK

ORPHEUM THEATRE, LOS ANGELES

# JACK BENNY

MORNINGS AT METRO-GOLDWYN-MAYER STUDIOS

VAUDEVILLE—THOS. J. FITZPATRICK

Spare Time with AL BOASBERG and MRS. BENNY

PICTURE—WILLIAM PERLBERG

R-K-O PALACE, NEW YORK, This Week (March 17)

# MARY HAYNES

In Her Character Song Offering, "AMONG US MORTALS"

JEAN LA FARGE, Accompanist

Songs by NED JOYCE HEANEY

Direction EDW. S. KELLER (Bert Wishnow, Associate)

R-K-O PALACE, NEW YORK, This Week (March 17)

American Dancers of International Repute

# AMERIQUE and NEVILLE

Ultra Smart and Ultra Distinguished Artists in "Melody and Rhythm"

Conceived, Staged and Produced by SAM SHANNON

# JACK CURTIS

**R-K-O—Artists' Representative—R-K-O**

**ASSOCIATES**

**Arthur Pearce**

**Larry Puck**

**Jack Curtis, Jr.**

*Representing the Cream of Vaudeville*

IRVING BERLIN  
CLAYTON JACKSON and  
DURANTE  
FRANCES WILLIAMS  
JACK OSTERMAN  
ISA KREMER  
FRISCO  
HARRY J. CONLEY  
RICH HAYES  
AL B. WHITE and GANG  
PAT HENNING  
SID SILVERS

JAMES BARTON  
DeSYLVA, BROWN and  
HENDERSON  
JOHNNY BURKE  
WALTER HUSTON  
VENITA GOULD  
FOUR CAMERONS  
McKAY and ARDINE  
ARNOLD JOHNSON  
WHITE and TIERNEY  
DORA and ED FORD REVUE  
AARONSON'S COMMANDERS' BAND

W. C. KELLY  
SHAW and LEE  
SUNSHINE SAMMY  
HENRY SANTREY and BAND  
CHAS. T. ALDRICH  
ROGER WOLFE KAHN  
MARGUERITE and GILL  
20 MILES OUT  
EDDIE MILLER  
MARSHALL MONTGOMERY  
SEYMOUR and HOWARD REVUE  
KAFKA, STANLEY and MAE

HARRY RICHMAN  
GEORGIE PRICE  
KARYL NORMAN  
KOUNS SISTERS  
JACK PEARL  
DeMARCOS  
NATTACHA NATTOVA  
LEWIS and DODY  
BILLY GLASON  
JOS. E. HOWARD  
FRANK GABBY  
JOS. REGAN  
PUCK and WHITE

*and others on the following pages*

Also arranging British Tours as American Representative for  
**ARCHIE PARNELL & ALFRED ZEITLIN, Ltd., London, England**

## Jack Curtis, Artists' Representative, Inc.

ANNA BEDRICK, Secretary  
Tel. CHICKERING 4830

1607 Broadway, New York City  
CHIRCHILL BLDG.

## HARRY FOX

With

## BEATRICE CURTIS

In a Musical Comedy Act Entitled  
"The Bee and the Fox," by Willie Collier

Direction JACK CURTIS

## JACK NORWORTH

and

## DOROTHY ADELPHI

(Mr. and Mrs. Jack Norworth)

In the Comedy Classic, "The Nagger,"  
by Gus Weinberg

Direction JACK CURTIS

GRACIOUS ACKNOWLEDGMENT IS HEREBY MADE TO JACK CURTIS, WHOSE FORESIGHT AND ABILITY HAS GREATLY CONTRIBUTED TO THE SUCCESS OF GALLA-RINI AND SISTER

# Records and Radio GALLA-RINI AND SISTER

NOW—R. K. O.—NOW

## BRUNSWICK RECORDS *Tell the Story*

"You're a Real Sweetheart"  
"Gotta Big Date With a Little Girl"  
"La Golondrina"  
"Cielito Lindo"  
"Toreador Song from Carmen"  
"March from Aida"  
"In the Sweet Bye and Bye"  
"Lady Moon"  
"Put on the Dog"  
"Dancing Shadows"  
"O Sole Mio"  
"Funiculi-Funicula"  
"Santa Lucia"  
"O Mari"  
"My Blue Heaven"  
"Miss Annabelle Lee"  
"Polka Brillante"  
"Sicilia Bella"

**T**HIS marvelous artist is nationally known by virtue of his many splendid Brunswick records, as well as by his repeated appearances on the air, with his sister, as featured guest artists.

This preliminary advance publicity means box office pulling power.

The data below is more eloquent than anything we might say.

## BROADCASTING STATIONS *Tell the Story*

W.C.A.O. Baltimore, Md.  
W.M.B.S. Harrisburg, Pa.  
W.C.B.A. Allentown, Pa.  
W.S.A.N. Allentown, Pa.  
K.D.K.A. Pittsburgh, Pa.  
(3 Concerts)  
W.K.B.F. Indianapolis, Ind.  
(2 Concerts)  
W.H.A.S. Louisville, Ky.  
(3 Concerts)  
W.S.M.K. Dayton, Ohio  
(2 Concerts)  
W.O.O.D. Grand Rapids, Mich.  
W.M.B.W. Youngstown, Ohio  
W.J.P.W. Erie, Pa. (2 Concerts)  
W.O.D.A. Paterson, N. J.  
W.I.B.S. Elizabeth, N. J.  
C.F.C.A. Toronto, Canada  
C.F.C.F. Montreal, Canada  
(2 Concerts)  
K.J.B.S. San Francisco, Calif.  
K.F.R.C. San Francisco, Calif.  
K.V.O.O. Tulsa, Okla.  
(2 Concerts)  
K.G.R.C. San Antonio, Texas  
K.P.R.C. Houston, Texas  
(2 Concerts)  
W.A.P.I. Birmingham, Ala.  
W.S.B. Atlanta, Ga.  
W.S.A.Z. Huntington West Va.  
W.C.A.B. Pittsburgh, Pa.  
(2 Concerts)

## THE PRESS PROVES THE STORY

### DAYTON JOURNAL

February 1, 1929

In this musical line Galla-Rini and his sister are to the vaudeville stage what Joe Cook is to the musical comedy arena. For besides being adept at the accordion the two handle enough different instruments to stock a music store. Whether it is an operatic selection or a popular song like "You're a Real Sweetheart," Galla-Rini is equally appreciated and is one of the few musical acts that could continue for a considerably longer time and not wear out its welcome.

### ATLANTA JOURNAL

January 18, 1929

As for the Galla-Rini, few musical acts in vaudeville's annals have embodied as much amazing ability, sure-fire appeal and sheer showmanship. Galla-Rini not only plays but performs exploits of technique on every known type of reed and brass instrument. And he's a wizard with a piano-accordion. His charming sister is a star who could shine in any constellation.

### VIVA GALLA-RINI

And the beauty of the Galla-Rini stage offering is that this incredible versatility is not impeded by pose, pretence or circumspection. They play those instruments with a flash, a spirit, a speed and a smash that hold the audience almost breathless and leaves it howling for more. It's an act that can fill top place on any bill or in any production. Add to all this a total absence of high-hat and so-called temperament and a complete presence of willingness to work hard and often and you get a combination priceless to the theater public and to theater managers.

—By *Lambdin Kay*

### OHIO STATE JOURNAL

COLUMBUS

February 4, 1929

Galla-Rini and his sister, known over the ether and from records, presents walking music store act. This clever fellow plays, about every wind instrument in the catalog. The duo opens with accordions, then passes into a "Melodyland" specialty, made up of snatches from hits and played on an equally countless number of instruments. The applause score was high; it should have been. His tone seems to be as good on one horn as it is on another. Here is a horn virtuoso that doesn't give you the yawns.

At Liberty after May 1st for EUROPE—PRODUCTIONS—PICTURE THEATRES—ALF. T. WILTON

GLADYS

HENRY

# CLARK AND BERGMAN

In Another Smart Array of Comedy, Songs and Dances by Dave Dryer and Herman Ruby

Direction **JACK CURTIS**

*After a Successful Summer Tour in Europe*

WILL

LEO

## BURNS & BURCHILL

*"The Two Bees"*

Booked Solid R-K-O and Affiliated Circuits

Direction Jack Curtis

We Thank Jack Curtis for Aiding Us to Reach and Maintain  
Our Present Standard of Excellence Among Comedy Acts

## MIACAHUA

Brazilian Wonder Wire Artiste

*Does Not Use an Umbrella or Balancing Pole  
to Retain Her Balance*

Now Playing R-K-O Circuit

Direction **JACK CURTIS**

## EWING EATON

in "A DOZEN MINUTES OF VARIETY"

NOW TOURING INTERSTATE CIRCUIT

*Sincere Thanks to My Manager, JACK CURTIS*

*SO IT'S COME TO THIS!!*

CHARLES

SYLVIA

## HARRISON AND DAKIN

*Offer*

*"An Uproar For Two"*

*A Riot of Laughter in the Olio*

Representative **JACK CURTIS**

## DON LEE and Mlle. LOUISE

*"Wrote a new history for the waltz and the  
tango at Palace, New York."—Press.*

Repeating Their New York Success Enroute

Direction **JACK CURTIS**

## JACK CURTIS

YOUR SINCERE FRIENDS

## Jerry SMITH AND HART Marie

WISH YOU CONTINUED

HEALTH HAPPINESS SUCCESS

# JIMMIE SAVO

WITH

# JOAN FRANZA

Direction JACK CURTIS

DONALD                      EFFIE  
**KERR      WESTON**

In That Hilarious Comedy Scream

**"STEPPIN' INTO SOCIETY"**

with BERT WESTON, HARRY KEENE, EDNA BARRETT

If I'm Not Too Hereditary, Our Seekers of Engagements Are

**JACK CURTIS      LARRY PUCK**  
and **WILLIAM BRANDELL**

WHERE'S

**JOE and PETE MICHON ?**

**ASK JACK CURTIS**

**OH-YES**

MEET Our Counselor-at-Law  
**T. ROGER MAHON**

**JOE MORRIS and CAMPBELL** FLO

In a New Musical Farce, **"ANY APARTMENT"**

Direction JACK CURTIS

**LEW BRICE and MAE CLARKE**

In **"WHAT'S THE ODDS?"**

By Ballard McDonald and Billy Rose

Direction JACK CURTIS

**Hap FARNELL and FLORENCE**

Our Destinies Are

**DESTINED TILL JULY 18**

Why?

**IT'S THE "CURTIS" CODE**

# CHINKO

THE NOVELTY JUGGLER OF WORLD REPUTE

**Assisted by MINNIE KAUFMAN**

INTERSTATE CIRCUIT

Direction JACK CURTIS



**Hey! Hey!**

# BENNY DAVIS

*Proud to be Associated With*

**JACK CURTIS**

**R-K-O PALACE, NEW YORK, This Week (March 17)**

ON BOARD S.S. PARIS EN ROUTE TO LONDON

**EDWARD J.  
LAMBERT**

*"The Fashion Plate Cup and Saucer"*

Direction ARTHUR PEARCE  
(JACK CURTIS Office)

**WATSON SISTERS**

*FANNIE AND KITTY*

Direction JACK CURTIS  
R-K-O

FINISHING KEITH CONTRACT IN JULY

THANKS TO  
JACK CURTIS—BILL JACOBS  
EAST WEST

**JOHNNY  
HYMAN**

PLAYING PRANKS WITH WEBSTER

**BLAND and LENORE**

WITH

**LULU**

In *"RHYTHMIC MOMENTS"*

Direction JACK CURTIS, R-K-O  
Many Thanks to LARRY PUCK

**PAULO AND PAQUITA**

WITH

**CHIQUITA**

Direction JACK CURTIS

PALACE, CHICAGO, THIS WEEK (MAR. 17)

R-K-O Direction—JACK CURTIS

**LOU HOLTZ**

To be Starred in August by Lew Cantor in a Play Called  
"MISTER BONES"

**THE FIVE  
DeCARDOS  
THE JUMPING JACKS**

Direction JACK CURTIS

# JOE YOUNG

IN

**"HOKUMOLOGY"**

with **BILLY SPRAGUE & MARY CHAPELLE and ELEANOR GIBSON**

NOW TOURING INTERSTATE CIRCUIT

Direction JACK CURTIS

## Humphrey Assembling Western Vaude Chain

Chicago, March 19.  
Claude "Tink" Humphrey is reported attempting to establish a western office as headquarters for a western circuit of independent vaude houses. It is understood he has road men out now, looking over possibilities for such a circuit and lining up houses.

Humphrey is said to have been anxious to get Billy Diamond of the Sun-Diamond office, to come in with him, but Diamond instead goes to the W. V. M. A. as director of a new family department.

"Tink" is very familiar with the western situation through his former duties as general manager of the Keith office here.

## Weavers' \$41,000

Dallas, March 19.  
Weaver Brothers, with their sister, Elvira, and a dozen Hillbillies gotten together for the occasion, broke the town's gross record by doing \$25,000 at the Interstate Circuit's Majestic two weeks ago.

Figure is more than \$5,000 above the Dempsey-Turney fight film sum registered at this same house.

San Antonio, March 19.  
Weaver Brothers broke the Majestic (Interstate) house record last week by drawing more than \$16,000.

Edwards Adds  
Ben Edwards office is adding two departments for radio and film talks.  
Eddie Kasper has been added to the office personnel.

## Keith's Relaxes 5th And 6th Floor Rule

Keith's ruling restricting certain members of each enfranchised agency to the "fifth floor" for bookings has been altered to permit franchise holders (office heads) and associates to do business with all bookers. The agencies are re-stated, however, from having more agents on each floor at one time than the original arrangement stipulated.

Refer to the general modification a special ruling was made by George Godfrey in the case of the Casey agency, which allowed no more than two members on the sixth floor and one on the fifth at any one time, contended it would be impossible to fairly out the present list of eight associates to three. No three of its agents are appreciably better artists' representatives than the rest, the Casey office stated.

Godfrey ruled: the Casey agency may retain as many members as it chooses it, but can have no more than two on the sixth and one on the fifth at a time. The personal identity of the agents was not held important by Godfrey.

Same modification now goes for all Keith agencies. Each has adopted a rotating schedule for its members, with each associate on either floor at determined hours.

Agents restricted by Godfrey to the fifth floor only, about 10 in all, have been doing considerable booking. On the fifth only, their field is limited to about 35 theatres, all small time and small towners. Chief claim of this group was handicapped in making a living. Asked what he meant by a living, one of the fifth floor men replied he imagined about \$100 minimum. Others stated that their average income through fifth floor bookings was about \$75 or less a week.

### Joie Ray's Act Again

Joie Ray, the mile and marathon champ, threatens to bust into vaude again. He will have a treadmill to demonstrate his running prowess.

Five people in the act William Morris office handling.

## Judgment on Blanket

Another judgment against Johnson & Lowenstein, Inc., has been entered, this time by Shurlo and Irma Trombetta, known as The Trombetta, who sued on a contract for 20 within 25 weeks at \$400 a week. The agency, since dissolved and in bankruptcy, allegedly guaranteed the act for that period for fair and outdoor bookings. A proviso called for 10 per cent commission and a 25 per cent cut for five of the 20 weeks.

Anton Johnson and Max Lowenstein, since their bankruptcy proceedings, are acting on their own, having dissolved partnership, although both continue in the bond building.

The Trombetta judgment went by default. There was no defense to the action.

### FAMILY AFFAIR

Dave Gordon will become associated with his brother, Max Gordon, in the latter's Keith agency, this week.

Consolidation permits both Max and Dave, with Harry Ward, to go on both floors. Eddie Sobel and Ben Boyer will handle the production activities. Dave Gordon has been a fifth floor (family time) agent for the past few years.

### PICTURE ACT

Los Angeles, March 19.  
Billy West, former picture comedian and later a director, is forming a two-act with Wanda Hawley, former Paramount star.

Act breaks in at Long Beach, Cal.

### WM. RYAN SAILING

William Ryan has resigned as superintendent of Keith's Fordham theatre and leaves today on the Leviathan for London.

## Max Hart Applies For Keith Franchise

Following an application made by Max Hart, the agent, to be reinstated in the Keith office, it is said an answer was returned that his application might be favorably noted upon.

A condition of this approval is reported to have been that Hart would have to abide with the rules of the Keith agency, particularly to the effect that no agent booking with it can place his attractions elsewhere.

To date no reply is known to have been made by Hart and it is not believed he will obligate himself to the provision. Hart has been an all-around agent since expelled from the Keith floor some years ago. That expulsion was upheld in the United States courts.

Collins and Reed Split  
Team of Billy Collins and Irene Reed has split.  
Collins doing two act with a new woman partner.

## LILLIAN DREW SPECIALTY DANCER

with Harry Carroll Unit  
For Mat. R-K-O Circuit

### HELLO

**JACK FORESTER**  
NEXT FOUR WEEKS  
VACATIONING  
New York City

### BROADWAY'S LEADING DANCE CREATOR

## JOHNNY ELLIOTT and His GO-EDS

Offering "THE DANCE DOCTOR"  
KARLTON K. J. "The Dance Doctor"  
"The Dance Doctor" 1928  
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WARTER BROS. SINGING PICTURES  
FIRST NATIONAL SINGING PICTURES  
**SENSATIONAL OVERNIGHT HITS**  
**SWEEPING THE COUNTRY**  
**I'M THIRSTY for KISSES, HUNGRY for LOVE**  
**LONELY, WITH ONLY, JUST ME**

**REFRAIN**

I'm thirst-y for kiss-es, I'm hung-ry for love, And lone-ly, with  
on-ly just me— My luck al-ways miss-es, I miss love and  
kiss-es, The best things in life are not free.— Old Mis-ter  
Moon has seen them pass me from his place on high.— His use-less if I  
try to use an-al = i-bi — I'm thirst-y for kiss-es, I'm  
hung-ry for love — And lone-ly, with on-ly just me —

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BY LOU DAVIS and  
J. FRED COOTS

SELECTED FOR ITS  
ORIGINALITY and QUAINNESS AS

THE THEME SONG  
FOR  
**"WHY BE GOOD"**  
STARRING  
**COLLEEN MOORE**

**DANCE of THE PAPER DOLLS**

BY JOHNNY TUCKER  
JOE SCHUSTER  
and JOHN SIRAS

A WONDERFUL SONG  
for VAUDEVILLE ACTS

A GREAT PRESENTATION NUMBER  
FOR  
PICTURE HOUSES

A GLORIOUS VOCAL-FOX  
for SINGING ORCHESTRAS

**CHORUS**

Boy, what a laugh to, nee Jack Hor-ner, Strut-ting his stuff up in the cor-ner,  
Lit-tle Ho-Peep she lost her sheep, At the dance-of the pa-per dolla,  
Next on the bill came Tom-my Tuck-er, He sang a song a - bout his sup-per,  
One lit-tle rag doll lost his head, At the dance of the pa-per dolla,  
Lit-tle How-pie dolls danced for hours — Chi-na dolls in blue gave out  
pret-ty flow-ers, Two rub-ber dolls with checks red ros-y, Bounced all a-round-up-  
on their toes— We had a won-der-ful time last night, At the dance of the pa-per dolla.

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THEME BALLAD BEAUTIFUL from "THE DIVINE LADY"

**LADY DIVINE**

Lyric by RICHARD KOUNTZ

Music by NATHANIAL SHILKRET

PROFESSIONAL COPIES and ORCHESTRATIONS IN ALL KEYS

WIRE, WRITE or CALL FOR YOURS

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**M. WITMARK & SONS**  
1650 Broadway New York

BRANCHES  
MINNEAPOLIS 1101 First Ave. N.  
PHILADELPHIA 1118 Chestnut St.  
BOSTON 181 Tremont St.

# HARRY LANGDON



**R-K-O PALACE, New York**  
**WEEK OF MARCH 17**

Vaudeville Management **HARRY WEBER**

# Alexander Oumansky

Presents His  
**SEVENTEEN DANCERS**  
Including  
**LADDIE and OLIVE**  
**PEGGY WHITE**  
**MURIEL LAWRENCE**  
And **THEODORE**  
In a Dance Fantasy

**CLASSIC**  
Versus  
**JAZZ**

Opened Palladium, London, March 4, in headline position, and immediately held over for second week.

Thanks to George Black and Val Parnell of General Theatre Corporation.

**MONTH OF APRIL**  
Photophone Shorts and Vaudeville  
**BERLIN**

English Representatives  
**FOSTERS AGENCY**

## MARCO TAKING BACK 29 ACTS FOR F. & M. TOURS

After signing up 29 acts with 26 more given offers for contracts to appear in Fanchon and Marco "Ideas," Marco leaves for the coast today (Wednesday).

All the acts signed by Marco go on a minimum 12 weeks tour with an additional 12 optional. Acts start working for F. & M. April 1. Most of the turns will start from either Doe's State or the Egyptian, Los Angeles, and work westward to Chicago, where both the Terminal and Sheridan theatres have been lined up for the "Ideas" and possibly two more houses. Colorado, former Tabor Grand in Denver, has been added to the tour. First unit in there under the F. & M. label will be Agell & Wisconsin, Milwaukee, will play the "Ideas" following the Chicago dates.

Acts signed by Marco included Mack Raymond, Davis, Larue, Stroud Twins, Dalley and Healy, Parker Mack, Three Black Aces, Harry Lester, Mason, Charles Bruggs, Jimmy Morgan, Fuzzy Knight, Rae Samuels, Santry and Home and Galt, Elsie and Jones, Roy Mack, Marvel Chain and Conroy, Adler and Bradford, Nat Nazario, Jr., Joe Allen, Cully and Claire, The Pickfords, Rutledge and Taylor, Florence Selley, Co., Black Cat Fats, American and Gernie, Benny and Weston, Douglas Burley and Gypsy Hyrne.

### Houses Opening

R-K-O's new Keith's (vaudeville), Richmond Hill, Va., will open March 22. First bill, five acts, is booked to hold over for the first half of the following week. Policy will be two-a-day and three Saturdays and Sundays. House will be Keith-booked by Danny Simmons and under Dave Beeher's supervision with Richmond Hill assigned to the Brooklyn territorial division.

"Arcade theatre, St. Charles, Ill., is installing sound. DeForest system. Starts March 31.

Harris Amusement Company will open the Harris, in McKeesport, Pa., early next month. House is a 2,500-seater, one of largest in Harris chain, and will be dedicated as a memorial to late Senator John F. Harris founder. Held to have cost around \$100,000.

Tivoli, Portsmouth, Va., reopening in 10 days with sound pictures and stage presentations.

"New Grand, Evansville, Ind., RKO, has opened with a full week sound film policy. Split week vaude has played this theatre for 15 or more years.

### BIRTHS

Mr. and Mrs. Frank James Smith, Jr., in New York, March 2. Father is on Photoplay magazine.

Mr. and Mrs. Harry Gittelson, son, at Los Angeles, March 1. Father is of Gittelson Brothers, theatre brokers.

Mr. and Mrs. H. Grasse Gardiner, daughter, March 14, in Havana, Cuba. Father is drummer with Earl Carpenter's orchestra at the Casino in Havana. Mother was formerly Natalie O'Connor of Adelaide and Hughes' act.

## R-K-O BOOKERS

DO you know that Mercedes packed the Albee Theatre, Providence, last week?

DO you know that he is now doing the greatest act of his brilliant career?

Progressive Managers and Bookers Ask For and Play

**MERCEDES**

"The Reason is Obvious"

## FORUM

Editor Variety:

I want to correct a slight detail in Swaffer's column of the week of Feb. 13 issue concerning the statement that I "resent these American acts" coming to England. This is not true in the least sense—I did mention Harry Howard as one act that would have been better to stay out of this country, as Mr. Howard was not what I turn representative American vaudeville. He had any number of bits and pieces belonging to well known American acts, but being an originator myself I doubt a copy act.

However, I don't resent any act coming to England. My statement to Swaffer was this: We were discussing the bookers in this country claiming there were no English acts and I said they would not see those that are here but preferred to buy unheard of acts for more money than they are worth on either side, and they come in to take the place of the little fellow here and to resent as much an influx of small English acts to America taking the place of our little acts here. When I talked with Swaffer I added that I was as ready to leave and make room for more money any other act here, and am doing so, I sail for Australia next month. I don't want American acts to lose value, or those that are at least original in their work, to think that I feel that I or judge their ability or their worth here, or resent their invasion. It seems to be the fact nowadays to cheer up the best material one can find and come to England. There are three things I mention, standard-bearers for years over there, that have been lifted bodily this year, and the acts stealing their material have made an enormous success here—so much so that if the original came they would fall to go over. This theme was the foundation of my talk with Swaffer.

I am sorry if I have hurt anyone in the article mentioned, and I sincerely apologize for the tone of Swaffer's article, both on his behalf and mine, as I feel I may be misjudged by my friends in America. Best wishes.

Editor Variety:

I read with interest the report in your paper of the duplicate bridge tournament conducted at the Motion Picture Club and reported by Harry Reichenbach.

You probably don't know it, but Reichenbach didn't play in the tournament, and I understand that the Brantles took those placid cards out of Reichenbach's pocket. You read the report of the tournament; and the whole playing is even more inaccurate.

Regardless of what Reichenbach said, it was a pleasant evening because the kibitzers were greatly outnumbered by the players, and for the first time a player could try a finesse without four kibitzers fainting. I was much disappointed in the results of the tournament; my partner did not show up so well and we only won second prize.

I was also quite substantially affected by the implication that I was a sucker for the other boys. I have to reach the dining room by the family entrance, Arthur Low sits right by the main doorway every noon to be sure that I don't get by.

Hope this straightens out any misconceptions.

Herbert B. Shumate.

### NEW ACTS

Al Samuels, formerly of Al and Ray Samuels, now Al Samuels and Brothers, dancing.

Joe Fejer and his Orchestra in a new flash act. People include Gladys Yates, Barie and Caron. Macley and Dorothy, with eight chorines (Lyons).

Lester Allen and Nellie Breen, R-K-O route.

Harry Steppa and Owen Martin (2).

Robert Warwick and Co. with Peggy Worth, in sketch (4), "His Royal Highness."

Edna and Bernice, flash (7).

Joe Fields (Fields and Gallagher) and Joe Ward (Ronnie and Ward) in "Twisted Fate" (comedy).

Cunningham Sisters going into vaude as team.

Greta Nissen and James Rennie, legit and film names, will break in a new vaude act (sketch) out of town, last half this week at Fox, Bridgeport, Conn.

# EDDIE MILLER



Presenting  
Himself  
and  
Mlle.  
Henrietta Henri  
in  
a New Novelty  
Entitled

## "IMPRESSIONS OF THE DAY"

WHERE IN FIFTEEN MINUTES

### Eddie Miller Sings

"Eddie Miller as a single singer with his splendid voice and ungleamable 'dime is a tower of strength for any spot in any house."

Sim, "VARIETY"

### Mlle. Henri Dances

"Mlle Henri is one of the cleverest pupils graduated from the Wayburn Dancing School. She is in possession of the life."

JOHN MURRAY ANDERSON.

### Eddie Miller Creates Laughter

"We always knew he had a Mel. Op. House voice, but we didn't know he was a Frank Fay."

S. JAY KAUFMAN, "EVE. TELEGRAM"

### Mlle. Henri Pianos

"She is a very fine accompanist."

EDDIE MILLER.

AVAILABLE  
FOR

**VAUDEVILLE  
PICTURE HOUSES  
PRODUCTIONS  
RADIO  
MOVIE TONE  
ETC.**

Representatives  
**LYONS & LYONS  
JACK CURTIS**

Permanent Address  
Friars' Club, New York



**REMICK LEADS THEM ALL**

THE BALLAD BEAUTIFUL - THEME SONG FROM THE FIRST NATIONAL PICTURE "CHILDREN OF THE LIES"

# SOME SWEET DAY

By NATHANIEL SHILKRET & LEW POLLACK

BALLAD FOX-TROT

# BUILDING A NEST FOR MARY

By BILLY ROSE & JESSE GREER

A NEW IDEA IN A BALLAD BY THE WRITERS OF "LAUGH, CLOWN, LAUGH"

# I USED TO LOVE HER IN THE MOONLIGHT

( BUT SHE'S IN THE LIMELIGHT NOW )  
By LEWIS & YOUNG AND TED FIORITO

**ALL THESE  
SONGS HEADLINERS**

WE'LL TELL THE WORLD THIS IS A HIT

# I'LL TELL THE WORLD (YOU'RE ALL THE WORLD TO ME)

By ROY TURK & FRED E. AHLERT

OUR NEWEST DRAMATIC HIT

# PARADISE LOST

By ARTHUR SWANSTROM & HARRY ROSENTHAL

A NEW NOVELTY SONG GREAT FOR DOUBLE ACTS

# WHAT DID'JA WANNA MAKE ME LOVE YOU FOR

By MORT DIXON & HARRY WARREN

ALL MATERIAL NOW READY

CALL, WRITE, OR WIRE

JEROME KEIT  
PRESIDENT

**REMICK MUSIC CORP.**

219 W. 46<sup>TH</sup> ST.  
NEW YORK CITY



## Injunction Denied; Mutual Shows Open in Jamaica

Application for an injunction restraining Mutual burlesque from operating at the Shubert, Jamaica, L. I., was denied last week. J. H. Back and Fred Block, who leased the house when the first mortgagee stopped in and ousted Hurlig & Seamon, defended the action through Attorney Jacob Goodstein. Mortgagees sought a restraint on the grounds that burlesque would harm the standing of the house, recently completed and added to the subway circuit. Affidavits from prominent showmen were introduced to show that the contention

was unfounded providing the proper attraction was booked in after cessation of burlesque.

Among the documents of the kind was one from Martin Herman, who pointed out that A. H. Woods took over the Adolphus, Chicago, after it had presented burlesque for years, and turned it into a profitable legit theatre.

### LEVY BENEFIT

A benefit for the family of the late Jack (Sheriff) Levy, burlesque man, will be held Sunday night, March 24, in the President (Eddie) Reiten theatre, E. J. Callahan and Rub Bernstein are handling the affair.

Sheriff's family includes his 86-year old father and two sisters who had been entirely dependent upon Levy's support.

### STOCK IN FEW PLACES

Los Angeles, March 19. Hippodrome, Portland, Ore., discontinuing V. M. A. road shows after March 28. House will play stock burlesque.

### HANNAH WILLIAMS ILL

Hannah Williams, of the Williams Sisters, is in critical condition at the Park Central hotel suffering from a stomach malady which the medicals have been unable to diagnose.

## MARRIAGES

Bryant Washington to Dahlia Pears, Washington, Los Angeles, March 18.  
Mabel Baade, "Whoopie," to Bert G. Lewis, Jr. (non-pro), March 18, Feb. 18. Announced March 14.  
Orval Wilbur, 28, musician in "Brown Derby Orchestra" (vaude), and Marion, 26, of Syracuse, in that city, March 12.  
Del Holliday, booker, Chicago Path Exchange, to Edna Hunter (non-pro), at Crown Point, Ind., March 8.  
Leda Knapp to Charles Richards (non-pro), at Newark, N. J., March 14.  
John Meehan, stage and screen director, married Beatrice Bradley, 22, non-professional, March 8.  
John Halliday to Eleanor Griffith, at Greenfield, Conn., March 16.  
Poly Costello to George E. Wood (non-pro), March 9, in Alamogordo, New Mexico. Couple will live near El Paso, Tex.  
Anna Robertson and Lyn Bernard Bernheim, at Los Angeles, March 14. Bride was secretary to Harry Rapf of M-G-M studios; bridegroom non-professional.

## ILL AND INURED

Katherine Burke, operated on for appendicitis, at Harbor Sanitarium, March 14.  
Bert Paye, dancer, replaced George Meier in Pittsburgh in "Cooling Off" Follies unit playing the Penn. Mooser's leg was injured in Baltimore week before.  
Rose Shaw is to be operated on for sinus.  
Dorothea Frank and Frances DeLacey, showgirls, two weeks' leave for tonsil operations.  
Louise Brooks ("Floretta") under knife for foot.  
Neville Bayley, owner of Roton Point Park, South Norwalk, and Mrs. Bayley were injured in a motor accident in Miami Beach March 15. They will recover.  
Mother of Brodus Erroll, vaude violinist, hurt in a taxi accident in New York; removed to New York hospital.  
Joy Ray to hospital for sinus on Jack Presler.  
Kliff injured at Fox's Academy, N. Y., Monday, and out.  
Georgie Price, ill, resumed his Loew bookings Monday at the State, N. Y.  
Jack Folsdam, operated upon last week at Eye and Nose hospital, New York; improving.

## INCORPORATIONS

Rulion Holding Co., Manhattan; realty, theatricals, 360 shares no par value; Anne E. Asherton, Frances Mahon, Percy E. Williamson, Jr. Filed by Conrad Milliken, 25 W. 46th st., New York.  
World Talking Pictures Corp., New York; motion and talking pictures, 600 shares, \$100 par value; Raymond Folsom, Belle Jaffe. Filed by Harry Saxe Heschel, 149 W. 42d st., New York.  
Fawcett Theatre Corp., Pawling; amusement resorts, dramatic and musical theatre, 100 shares, \$100 par value; shares preferred \$100 and 100 shares common, \$100. Louis W. Dornaden, 100 W. 42d st., New York.  
Louis C. Weber, 18 Liberty st., New York.  
Ontario Lake Park Amusement Co., Inc., 100 shares, \$100 par value; shares preferred \$100 and 100 shares common, \$100. Edwin A. Norton. Filed by Paul A. Zimmelin, 100 Broadway, New York.  
Zipporah Theatre, Inc., New York; theatre, 100 shares, \$100 par value; Benjamin Perle, Eugene Elmer, Fred Goldberg. Filed by James Brod, 1440 Broadway, New York.  
Frederick Central Bureau, Inc., New York; theatricals of all kinds; 100 shares no par value; Ethel W. Selwyn, Friedman, Charles S. Hoffer, Benjamin W. Wittelsberg, 29 W. 46th st., New York.  
Shubert Music Publishing Corp., Manhattan; publisher of sheet music; composition; 100 shares no par value; Milton R. Walther, 100 W. 46th st., New York.  
Aphrodite Theatrical Presentations, Inc., Manhattan; deal in theatricals of all kinds; 100 shares, \$50 shares preferred \$100 and 50 shares common, \$50. Samuel E. Lepier, David Paley, Stephen J. Jones. Filed by James E. Lepier, 43 Exchange Place, New York.  
Shervood-Smith, Inc., Manhattan; theatricals, musicals, lectures; 200 shares no par value; Nina Smith, George E. Shervood, Milburn J. Kaufman. Filed by Joseph J. Kitchin, 30 W. 46th st., New York.  
The All Starline Ballet, Inc., Manhattan; theatricals of all kinds; 2,000 shares preferred \$100 and 1,000 shares common, \$100. Filed by James E. Lepier, 43 Exchange Place, New York.  
Sentry Bros., Inc., Manhattan; deal in music of all kinds, sheet records, etc.; 100 shares \$2 par value; Joseph H. Hirsch, 100 W. 46th st., New York. Filed by Shallock & Shallock, 102 W. 46th st., New York.  
Broadway Dramatic Corp., Elmira; theatricals of all kinds; 100 shares no par value; Edgar Denton, Jr., Robert Denton, Ruth B. Denton. Filed by Henry Denton & McCann, Elmira.  
39 Madison Avenue Amusement Corporation, Bronx; moving pictures, 100 shares, \$100 par value; Morris Blachner. Filed by Morris Wolf, 39 Madison Avenue, New York.  
Jewellstone Talking Pictures Corporation, Manhattan; moving pictures, 100 shares no par value; Harry C. Price, 11 West 42nd street, New York City.  
C. A. Leonard, Inc., Manhattan; deal in theatricals, moving pictures, 100 shares no par value; C. A. Leonard, 100 W. 46th st., New York. Filed by Samuel Rein, 1440 Broadway, New York.  
Bookman's Theatre Corporation, Queens, theatricals, motion pictures; \$25,000; Nathan Fainberg, Robert J. Glotzman, Minnie R. Rose. Filed by Learner and Bloomgarden, Brooklyn.

## 4-a-Day Mixed Show At Columbia Sunday

A new Sunday policy went into effect March 27 at the Columbia, New York. A grind show starting at 1 p. m. was run through to 11:30, with four shows on the day.

Besides the two vaude acts booked by Fally Markus, the Mutual burlesque show at the house the previous week staged a one-hour show with pictures shown for one and 20 minutes preceding each stage show.

Willie Creager and band have been engaged for the remainder of the season, replacing the Stan Fulton gang which went to the Shubert, Jamaica, also Mutual. Top scenes 75c, both afternoon and night.



GEORGE DORMOND and EVE  
Touring R.K.O. Circuit  
Representative J. JACONS

## TINSEL

## METAL CLOTH

### FOR DRPS

36 in. wide at 75c a yd. and up  
A full size of gold and silver  
caden metal cloth, gold and silver  
trimmings, tulle, etc., for stage  
costumes. Sample upon request.

**J. J. Wyle & Bros., Inc.**  
(Successors to Herman & Wolf)  
18-20 East 27th Street  
NEW YORK

## THOMPSON AND KEMP

"VARIETY"—"Good standard vaude bill at Fanny's with the initial cast of the company." (The company, Thompson with his famous partner, Miss Kemp, graded with comedy, patter, singing and hot dancing. When Thompson met her with his drama he tied everything up...")

Representative, DICK HENRY

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## THE ADORABLE YOUNGSTER

# LITTLE MIZZI

WITH

## Joe KENO and GREEN Rosie

# RIVERSIDE, NEW YORK

MARCH 21, 22, 23

Direction MAX E. HAYES





**MARVELTONE (3)**  
**George Lovett and Co.**

**WITT and SAWYER**  
Musical  
10 Mins.: One  
American (V-P)

Two men. Boob makeups. Thr  
in a little talk. Musical rou  
takes in saws, uke, one-stringed  
struments, jewsharp, cuspidor, ba  
jos, drums, balloon, etc. Nove  
music effective.

Pair offer simple numbers with  
syncopated : finale, scoring. Th  
two-saw encore not so sippy. Jack

**Dance, Song, Mueño**  
10 Mins.: Full (Special)

15 Mins.; Full  
58th St. (V-P)  
Old material by a couple of  
erans, man and woman, who em  
from a little Weather House s

**Dancing**  
7 Min.: Full (Draped)

well  
ce. Fifth Ave. (V-P)  
Routine impressed as having  
done before, perhaps by an  
team. Man and blonde woman  
appearing in it now.

**30 Mins.; Full (Special)**

ACADEMY

## Continued from page 10

Closer, Maud Henry's elephant (New Acts). On the screen: Movietone news, and "The Sinner" (Fox).

8131 \$14  
(Mixed—Youth/61)

Allen and Canfield, deucing this bill, are logical next-to-ch under normal (five-act) condi Remains one of the sweetest r comedy acts around and s

as ever and in tak

**AMERICAN ROOM**  
(Vaudfilm)  
Loew's old landmark on E

ues, crowding the  
sage. Turbulent

Before an audience of this town, the Francie Trio, a knock-out acrobatic turn doing the known, falls for laughs, copp

with a white brush partner doing a you

Girl singled well enough  
"Precious Little Thing Called I  
man soloing with "Kansas  
Kitty." A duo number for  
with old boy doing a bit of h  
and acrobatics. Liked them

Next to closing held Rube  
berg and Max Ludwig the

abducted admirably, displaying vocal charm which could be used to build up the turn. Gold comedy material several years behind the times, but surefire warrants the spot.

and dance revue, closed the half of the bill. Barr and mixed comedy trio, opened the second half. Comedy light and can build-up for the ritzy

\_\_\_\_\_

The four acts cost a herring  
Snapshots (New Acts), darkie  
of steppers, starts off. Loma V.  
formerly partnered with an  
girl gets to em with her m

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pro-  
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were

Edwards' and

Foreign-made picture, "For  
Love," with Lily Damita, seen  
booking for this RKO stand.  
ness pretty good Sunday after.  
Credit apparently belongs

as flashed. Lo-

under voting age. Act played  
some weeks ago, and is un-  
novelty. Kids have the hap-  
of belonging to a theatrical  
with the billing probably s-

and Ruth Hay  
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...the old type of Keith a little humorous version on

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s, offered 10  
assorted fall

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and spondulicks. Wahi a  
field are top in their division

WILL AND SAWYER  
Musical

Pair offer simple numbers with syncopated, snare scoring. The













# 4 Out of 5 Raided B'way Speaks Under Same Ownership; 6 Padlock Suits

Last week's raid on five alleged anti-Vietnamese spots has not put the nucleus on the Board of the Broadway, Jones law or not. While the stringent national law necessitates the embarrassment of the spots, no present indication that Broadway will dry up. The does not prohibit common sense in the categorical interrogatory of Madeo Lane.

Raided on the Palace Club, 108 W. 45th street; Encore Club, 109 W. 47th; Roxy Grid, 185 W. 46th; Apollo Club, 184 W. 47th, and the Apollo Club, 108 W. 47th, were arrested by search warrants and arrested by alleged standards and standards. At the Roxy club, the publicity of which caused S. L. Rathbun to send out the evening and the rest was halted away on the next day.

## "BOO! I'M A COP"

Speakeasy Captain Inletta He's Prohibition Agent

Edward Kivian, 34, who said he was a shoe salesman, was arrested and suspended sentence when he was arrested by Magistrate Gotlieb in West Side Court on a disorderly conduct charge preferred by Policeman Brennan, West 47th street station.

The cop said he was standing at 41st street and Seventh Avenue when Kivian approached him and said that two cops were in a nearby speakeasy and he would like to go in and arrest them. Brennan said Kivian announced he was a federal officer.

When Brennan told Kivian to go to the station house and make his complaint, he said the Australian became quite abusive and shouted that he was not getting proper cooperation from the police. When he continued to shout he was arrested.

Kivian admitted he had been in a speakeasy, but denied he was intoxicated.

## Miami Chatter

Miami Beach, March 19. Best season of the year for a resort is just about washed up. Several of the lively night life spots decided to close and make life easier than expected. John Law's got busy early last week to please the business and night life spots to shut most of the game rooms and the class bars.

Club Lido and Club Deauville closed, figuring the class trade wants to rest up during the remainder of the season. The Embassy club should show a profit on the season. Embassy Club, doing the biggest business of any night life spot here, plans to continue until April 1, the books showing a profit to date triple that of last year. With the rooms closed tight, only one or two at the most two clubs are continuing to operate until the end of the month if the nut is shaved considerably. The Embassy and Floridian Grill seem to have the advantage in this respect. With the Casino boarded up, Roman Polo Casino would most likely be the next to announce its closing date.

Ed Strong, Cleveland theatre owner, who has owned the show places on campus since 1918, recently purchased the Thristedown race track for \$150,000. He now owns four race tracks in Ohio, all of them money makers, with mutual machines operating. Strong bets on a race, his theory being that you may lose a few times, but the race, and that all horse players die broke.

Many a pal down here who failed to get to first base with a batter and anger is in a panicky state. Only thing to do is to wire one or more former boy friends for carfare home. Usually result: "The fellow I kissed sent more money." Stereotyped message for buried: "Weather clear; track fast; send more money."

## Bill-Jumping Gals

Declared by members of the Hotel Men's Association with having been most troublesome to them are a dozen male hotel beats. Dr. Grace Osborne, 45, and her sister, Mrs. Grace Osborne, both originally from Chicago, were convicted of defrauding the Hotel Ambassador out of a board bill of \$651. Justice Special Sessions before whom they were tried remanded them for investigation and sentence to March 26. Representatives of a dozen hotels of New York and the vicinity have been notified that they are being eyed by the two women.

Besides the Ambassador, the sisters have beaten the Hotel Bristol, New Haven, Westport, Stratford and the Marie Antoinette, all of this city.

## Unusual

Talk of Broadway the other night was an incident which occurred in a 44th street night club.

A clergyman, wearing the habit of a bishop with Roman collar, was struck in the face by a brick male with a sledge who gave as his reason that the night club was no place for a clergyman. The minister was taken into an ante-room and his facial bruises were treated. He emerged later, smiling and totally forgiving of the assault and abetting the pair.

Many disputes arose as a result, some saying the bishop was wrong and others contending that he had to see life if he were to preach. Others said it was wrong to strike another unprovoked of such violent protest by a layman.

## Nurse Trails Roxy Pursue Snatcher to Capitol Theatre

Accused of stealing the purse of Mrs. Jennie Leguene, a nurse, while she was in Roxy's theatre, John Pleburski, 35, was held in \$2,500 bail for examination Friday.

Mrs. Leguene entered the theatre and placed her purse on a seat in the rear. When she returned she found the purse was gone. She discovered it was gone about this time she noticed Pleburski start to leave and she suspected he knew something about it.

When called for from the theatre and followed him to the Capitol theatre. He stood in line to purchase a ticket for the second night of the show. The doorman and told him of her plight. The doorman admitted he had introduced her to Detective Frank Harsh and John Kennedy, West 47th street station, who happened to be in the theatre.

Detectives watched Pleburski for fifteen minutes, during which time they observed him move to three different seats, always getting in back of women, and then placed him under arrest. Mrs. Leguene said she had lost \$19 and described her purse as containing \$15 and a bill in a billfold.

When Pleburski was searched in front of a crowd of 25 folded his arms as the nurse had described. He denied that he had been in the Roxy theatre, but employees there refuted his story. Pleburski was arrested twice previously. Once he was charged with possessing a gun and in 1924 he was arrested for petty larceny in connection with the theft of a purse.

## Hit-and-Run Actress' Manslaughter Trial

Mrs. Annette Jenkins, 28, screen and legit actress, was placed on trial before a jury and Judge Charles C. Nott in General Sessions charged with manslaughter in the second degree. The case is accused of causing the death of William Coughlin, 40, whom she struck with her automobile at 10th avenue and 41st street on last Christmas night.

According to the assistant district attorney, Edward D. Martin of the West 47th street station, Mrs. Jenkins' "Coughlin" as she stepped from the curb to cross the street. Auto continued South on 10th avenue until it struck, until it was stopped by a motorcycle policeman at 33d street.

It had not realized having struck anyone and thought her machine must be out of control. Coughlin was killed by the car and was given a suspended sentence as a first offender.

In the car with Mrs. Jenkins at the time of the crash were Richard Richards, producer, of the Strand Theatre Building, and his sister, Mrs. Lotta Groves. Richards and his sister also declared they were unaware of the accident, until the policeman stopped the car at 33d street.

## DANCER DISAPPEARS

Manager of a dairy store close by the big stem and his clerk were arrested on the charge of assaulting a woman in an apartment in West 33rd street, Dancer, Virginia Wiseman, 26, failed to appear in West Side Court, Magistrate Martin Gotlieb discharged the defendants. Pair gave their names as Lester J. Anderson, 28, manager of the Dairyman's League, Inc. store, and James Doyle, 28, clerk, also employee of the Dairyman's League. Alleged assault occurred in Doyle's room.

Detectives Ernest Rice and Nick Campo of west 100th street arrested the manager and clerk. Virginia Wiseman appeared in the detective bureau and collapsed. Her eyes were discolored and she charged that Anderson and Doyle assaulted her. They went to Doyle's apartment and arrested the pair.

They denied the charge. Miss Wiseman said Doyle invited her to go to his house and that Anderson told her other girls were to be there. When she arrived and Doyle was the only girl there, she sought to leave. She asserted that she was prevented.

When the case was scheduled in West Side Court Detective Rice obtained a subpoena for Doyle to appear. He was not there and she gave and found that she had moved since the assault. Court then dismissed the action.

## Wife Has Boy Friend; Hubby Can't Interfere

A summons charging William Doyle, 34, with disorderly conduct was dismissed when the case was called before Magistrate Gotlieb in West Side Court.

Complainant against him was his wife, Doyle, a model, who lives in Broadway department store. Couple were married six years ago and Doyle is 28 years old. Doyle complained that at 2:30 a. m. on March 11, her husband came to her room and tried to force her to have sexual intercourse and a disturbance and refused to leave.

She stated that the reason he went there was to obtain evidence for a divorce. He said his wife had told her that she was having an affair at the house he found the automobile of her boy friend standing outside her room. She said she heard her husband's voice in the room and he demanded that his wife compel him to leave once and for all. Mrs. Doyle's husband mentioned in the house, but later she was in her room. Magistrate Gotlieb advised the husband to seek evidence of the matter and then dismissed the proceedings.

## Admitting His Bias, Judge Turns Over Union Case

Union window cleaners sought to force members of a non-union outfit to join their organizations by picketing the Roxy and Capitol theatres, came very near being sent to the Workhouse by Magistrate Maurice Gotlieb. Court explained it would rather have another magistrate hear the cases fearing his mind had already been made up on the matter. Case was referred for Magistrate Farrell this week in West Side Court.

An attorney for the Commercial Window Cleaners, having men employed in Roxy's and the Capitol, said that despite a \$25 fine being imposed on a union window cleaner for picketing that the union had immediately been where he had been arrested. It was then the court explained its reason for adjourning the case.

## Jones Law Raises Rates On Bartenders—\$75 Low

Since the Jones law, bartenders are asking more money. The new law requires bartenders demand a minimum salary of \$75 weekly and three meals a day, a gross amount of \$100 a week. The law will be taken care of in case of a pinch. And if there's a change in the law, the bartenders want certain monetary protection, or words to that effect.

## GIRL ADDICT

Mac Mason, 25, show girl, pleaded guilty to possessing narcotics in New York City and was given a suspended sentence as a first offender.

She was arrested by officers of the narcotic squad who found a quantity of opium in her apartment when they raided the place on Feb. 18.

## BLOCK DINNER SPREADS FRIARS' RADIO FAME

They threw a dinner to Fred Block at the Friars Sunday. It was St. Charles Magistrate Martin Gotlieb's first dinner in only a tinge of humor compared to the gale of laughter that rocked the room. The Friars' radio fame was only a tinge of humor compared to the gale of laughter that rocked the room. The Friars' radio fame was only a tinge of humor compared to the gale of laughter that rocked the room.

Led by Dean William Collier in the toastmaster's berth, a flock of the club's crack humorists kidded and complimented Freddie. There were Bugs with a horse-race story, Harry Herschfield, Jimmy Walker, James J. Corbett, Captain Victor Miller, George Jessel, Jack Laity and Father Payne. Leave it to O'Hilly to think of finishing in time.

And then there was Louis Mann. What a hit he made in a speech about the Friars. He said he agreed that Collier was to cut him short. He did by ringing a big bell. He said he was interrupted when he later said he had been interrupted when just about as much as he could say. He also wanted to finish the speech.

Collier and the Mayor looked each other. Jimmy arriving on time. Collier made no comment on that, but the Mayor did: "You know, Bill, coming late isn't a gay remark. It's a statement of fact. It would lose a lot if I came on time." As Walker came into the hall someone called out: "What Mayor?" Collier said: "It couldn't be the Mayor. He's been out of the city for a while." "What Mayor?" asked Collier. "It couldn't be the Mayor. He's been out of the city for a while." "What Mayor?" asked Collier. "It couldn't be the Mayor. He's been out of the city for a while."

Speakers had to follow real opposition. Collier made no comment on that, but the Mayor did: "You know, Bill, coming late isn't a gay remark. It's a statement of fact. It would lose a lot if I came on time." As Walker came into the hall someone called out: "What Mayor?" Collier said: "It couldn't be the Mayor. He's been out of the city for a while." "What Mayor?" asked Collier. "It couldn't be the Mayor. He's been out of the city for a while."

Close-ups of the stars abate the favorite drive, Jack Mason tipping a waiter, Low Cantor snatching off his shirt and showing his chest, among the laugh-getting scenes. Main title of the picture is "The Old Man and the Sea." The Old Man of Mine." Corbett starred in posse with Jack Dempsey and also in showing how Jeffery really hurt him. They call him "granite hip Jim" now.

Dinner was capacity, and a number of club members could not get tables because of ladies being present. The Friars' radio fame was only a tinge of humor compared to the gale of laughter that rocked the room. The Friars' radio fame was only a tinge of humor compared to the gale of laughter that rocked the room.

## Tivoli Lobby Tiff

Frank Brooks, 38, salesman, was discharged on a disorderly conduct charge after he was arrested in the lobby of the Tivoli theatre, 832 Eighth street, for disturbing the peace. He was arrested by officers of the police who were on duty at the theatre, tried to eject him.

Brooks said Brooks was intoxicated and created a disturbance and struck a woman. He was given a suspended sentence as a first offender. Brooks was arrested by officers of the police who were on duty at the theatre, tried to eject him. Brooks said Brooks was intoxicated and created a disturbance and struck a woman. He was given a suspended sentence as a first offender.

Chatter in New York

Virginia Hawkins, of "Fioretta," given a two weeks' vacation. Lupe Velez broadcasts with Ben Pollack and Schock reported leaving Casanova next week. Poor Biz. Johnny Johnson in town swelling night club receipts. Betty Junod resigned from "Showboat." Gretchen Garden left the Winter Garden.

George Vanderbilt back with load of ton from Miami. Joey Ray out of the Richmond club. Katherine Smyth is mistress of ceremonies in Fifth Street Club. Eddie Dowling back from the coast after making "Rainbow Man," talker. Robert Wilder has resigned from the Sam H. Marlie press department. David DeLano has become a comedian.

Armed fight bug. Jackson the Garden nearly every Friday night. Martha Mosley, Ward, Henderson and Lou Schwartz returned from Fla. Lopez, Mexican girl who can't speak a syllable of English, opened at the New Fritolery. Battle Fratus at the Randorv, a brand new roadster of flaming vermilion from a Yonkers factory. Katherine Smyth, at Oakland's, getting reps for tape. "Night club" on roller skates hanging on motor cars in Central Park every day. Harry Chase, indie theatre operator, to Los Angeles for a vacation. Lucille Ballantine has quit the night clubs to take tap dancing at Billy Pierce's. One of the little night club girls saved enough in the past 15 months to buy a big summer home. The L. R. T. shipped out its oh-so-pretty with newly painted interiors this week. Business lurching for the worst in the night clubs but a club as a result of continuous rain. When Larry Fay's theatre in the Bowery opened for business, it was the only club in business formally at night. Calvin, society girl from Park ave, dancing at Will Oakland's Terrace. Expert on whirling. Night club work for the "Buckley." Grace Dore, of public union, has gone air buggy. Talking lessons at Lina Freitag at Universal air field. Silbith Higgins, society girl whose late manufacturer Higgins' ink, and her partner, Jack Clifford, opened at the Richmond Club. Helen Winters, secretary to Howard Dietz, back on the job after two months' absence. She was too boggy in the "Buckley."

And William Anthony McGuire concurrently took the pledge, hopping the "Buckley" together. First one to fall off must kick in to the others. McGuire has to get that "Buckley" together. Flo Ziegfeld is due back from Palm Beach this week. Doubtful if he will be to the club as he is on the picturizing of "Rio Rita." Production of "East Is the Day After Tomorrow" and Ziegfeld will engage his attention. Ethel Barrymore did not appear at the "Buckley" last week. Ziegfeld, being still ill with influenza. The show played 15 weeks. She is expected to appear at the Barrymore April 8. Later she is to appear in that play in London. Max Pearl, manager of the Broadway 11 Miller store and of the Miller's Banquet at the Commodore, engineered such talent as Eddie Cantor and family, Bill Robinson, Belle Baker, Clayton, Jackson and Duranta, and Barr and Davis.

door of the Carroll theatre with a cane at 5 a. m. Night watchman inquired what he was wanted. "Are all the girls out yet?" asked the inmate. "Yes, but wait around a while, as they'll be in for the matinee," replied the guard.

NEW YORK THEATRES

**2 ZIEGFELD SENSATIONS**  
Glorifying the American Girl  
NIP NARTERMAN  
Eddie Cantor  
Whoopee  
Pieplant  
Ziegfeld  
Show Boat  
Earl Carroll  
Errol Brice Atwill  
"Fioretta"

**CAPITOL**  
Metro-Goldwyn-Mayer Presents  
Bella Ramsey  
Bellamy  
Trial  
Roxby  
Speakeasy

**THEATRE**  
Earl Carroll  
Errol Brice Atwill  
"Fioretta"

**THEATRE**  
Earl Carroll  
Errol Brice Atwill  
"Fioretta"

**THEATRE**  
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# Uncommon Chatter

By Ruth Morris

## Colony's Show

"Cohens and the Girls" in Atlantic City isn't really so bad. Funny in spots in the two reel manner... stage presentation of the... of the... applied on a light drop. Rather pretty... Sam Khan and band... Walter O'Keefe... master of ceremony... for empty houses. If he ever plays a theatre where his jokes are laughed... he will die of shock... the Purcell Sisters, two stunning dancers in bedecked robe and white frocks... Band doing a satire on Uncle Tom's Cabin. Mildly funny... Lydia Harris, songstress, in a delightful fresh shade of orange, singing, "I Want to Be a Milkman." In this department ever murders any girl. It will be the variety of that ditty... Walter O'Keefe back with an amusing discourse on Annie Laurie... Accompanied by a version of "Frankie and Johnny"... making a lyre out of a banjo for the purpose... Hair treated naturally.

## Not Much Longer

Good old American... opening act, Ida and Joe St. Onge. Trapeze with good stunts of muscular effort. Rita and Eddie, harmony duo. Two men with exceptionally good voices... Here comes the inevitable dramatic recitation, and the more inevitable "Road to Mandalay". Steadman and Shirley. Girl's wearing a cute, frock-cocktail coat of silver sequins. Turquoise blue slippers and hunky a couple of new... "The Creation"... "Paris Creations" a la American ought to be good... Such excellent elegance... "Endless ballet"... all-wet... "Clay, Barr & Co's" a girl in a smart red dress... with this distance... she looks a little John Barrymore. No kidding... Jack "Rube" Clifford and Mary Ludwig. Flap and co. togetherness... Must be the last act. Been here long enough anyway.

## Shopping

Round the shops... new "Briarcliff" at DeWitt's... must like an adagio costume in glove silk... nice reptile and kid slippers... "The Beauty of the World"... Norman Hartford called at Sax. In black taffeta, called "Draculic" and "Black". Almost black... evening frock by Maggy Roubert. Grand for summer nights... "Cunard" and "York" packages... "Paris d'ale". Sleeveless midsize and bell torso... among the accessories... at Arnold... the Morley... less blouse with soft jacket, an Alphonse tri-color cape scarf, and a matching heart and hand bag... Kurzman's bolero blouse for sports wear in a new Rodier material... called "the new wool crepe"... Russia's Galyak trimmed coats. Believe it or not, Galayak is a really new thing... and Mary and Mary... "Worth Suit at Bonwit's". Jacket is short and fastened with numerous tiny buttons. Hair pockets and a formal bow at the right side. Skirt is slightly flared in the new manner... nice sports things at Weber & Halprin's new women's shop at 57th street.

## Faddy

Town has recently gone quite faddy for a new fad... which is a way the town has. New entertainer is Victor Chenkin, in a most clever... He revealed himself as a very finished artist, all technique, with a voice, tone, and a beautiful minute and plaintively sweet next.

Among the more serious numbers "Rataplan" in a Jester's Group was done magnificently. But Chenkin's act was a delightful... they revealed in a group of Jewish Chadic songs, delivered with facile ease. In "Duke's" and "The Duke" of the phrase "Du, du, du" made the connotation of "What you done done done before" almost inevitable.

## Dues Benefit

Dues Memorial Day Benefit was given a second time last Sunday night, re-assembling one of the most glittering all-star casts of the season... The performance was a beautiful gesture and was conducted with nice dignity.

The entertainment was at times as good as any all-star casts can be—you had the feeling that the generous stars were giving their teeth into the parts that they'd been longing to play—they had such a good time acting.

Ruth Draper, who can single-

handed create more magic on the stage than any other person, was artificial and—we hesitate to say it, but hanny is the word—in a scene from "The Creation"...

Then "Peter Ibbotson", with Constance Collier, Glenn Anders and Fergusson... undoubtedly the journeyed to Hoboken to see the performance it would have shrieked not only at the time but the manner in which they were read. But under the stamp of awe-inspiring names, the scene was taken with due reverence. Maybe the spectators were just more polite than this reviewer, but if the audience had a laugh, the gongs on of Gogo and Al-Kismet should be worth a snicker. Katharine Cornell, dressed in a melodramatic gesture that she has some how gathered in "The Age of Innocence" and was comical in "Caprice". Both of these delightful sophistries, Alfred Lunt and Lynn Fontanne... and the more furnished by the Barre Little Symphony.

## Backstage Again

Texas Guinan's "Queen of the Night Club" is one of those synthetic... to the sale of the love interest, but her vocal delivery, although clean-cut, grows monotonous. Life musical comes here no punch which is partly attributable to the fact that Miss Lee is not a musical talent.

Miss Guinan photographs well in several Guinahan costumes and is at last in every scene. Lila Lee makes a pretty picture of the love interest, but her vocal delivery, although clean-cut, grows monotonous. Life musical comes here no punch which is partly attributable to the fact that Miss Lee is not a musical talent.

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# Remail Gag

Los Angeles, March 19.

One of the latest gags employed by the Hollywood mail shops is to send a flock of letters with that personal touch...

If it's a gown buyer, the letter will read as a tip-off to be sure... and may be a reminder to the shop as they just saw a consignement of exclusive gown creations shipped from...

Then "Peter Ibbotson", with Constance Collier, Glenn Anders and Fergusson... undoubtedly the journeyed to Hoboken to see the performance it would have shrieked not only at the time but the manner in which they were read. But under the stamp of awe-inspiring names, the scene was taken with due reverence. Maybe the spectators were just more polite than this reviewer, but if the audience had a laugh, the gongs on of Gogo and Al-Kismet should be worth a snicker.

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# Random Remarks

By Nellie Revell

Chicago, March 19.

Frank Borah's latest gag for Miss... Any Leslie, dramatic editor of the Daily News, returning from Hollywood, where she has been visiting Sophie Tucker.

Tommy... doing the "piano" and "piano" page, playing mid-western cities, and "The Royal Family", which is at the Harris.

Robert Campbell handling the special matinee performance of "Roscoe" for the... and Mrs. Clarence Willett on route to Elgin, Ariz., to the Salade of a relative.

Walter Fleck, after being at large with the closing of "Appearances", landing a job assisting Frank Block in exploiting "Diamond Lil".

Jack Oterman trying to explain why he didn't fly back from Detroit with the film critics, who had gone there in an aeroplane to escort him back.

George Kingsbury in front of the Studebaker arguing with the producers of "Bidding".

Not Alford in advance of Clio Sales in "Gay Paree" chafing because the Chicago Tribune cannot find his.

John Garrity, the Shuberts' general factotum, looking at a window display of Easter toys.

C. J. Bulliet, dramatic editor of the Evening Post, opening an envelope containing a royalty check for his book on female impersonators, which he had just received.

De Wolf Hopper being bawled out by a traffic cop for disregarding a traffic signal.

Norton Wobb buying a present for his mother's birthday, which is next week.

"Sport" Hermann carrying his rubbers in his hand while crooning a melody.

Zelda Sears, co-author and player in "The Scarlet Woman", leaving the income tax bureau.

Harold McCormick's son, Fowler, selecting furnishings for his home in Omaha, where he is to be located for a year learning the business of the International Harvester Company.

William Anthony McGuire's sister, Marion, exhibiting an engagement ring. She is to be a June bride.

John Barrymore's brother-in-law, proceeding to the ticket broker in the Palmer House at being charged \$8.00 per seat for "Roscoe".

Halperin entertaining her relatives at dinner while headlining at the Palace.

Pat Casey passing through Chicago on his way from the coast and heading for the Warner Brothers are negotiating for the purchase of the circuit.

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## The Talky Future

By J. C. Nugent

Ruth's recent letter from Australia says they are thinking of naming Sydney after Jolson. The Talky thing has been going on the other side of the world too, it seems. Of course they are sticking to the speaking stage with much more loyalty than we know in New York—one of the papers there saying—"Miss Nugent and Miss Buncie in 'Play' delight and surprise us with a complete absence of Yankee accents which we have come to associate with players from the States. A glossary, however, should be furnished, to explain American phrases which to us are somewhat confusing. For instance, what is 'intense' when we have that somebody has given him the air, and what is a 'snappy' husband. But aside from that their diction is surprisingly perfect."

It might surprise the antipodians to know that the American accent which they miss is quite as rare here. We rarely hear it excepting from Will Rogers and some of the English actors now in New York.

### The Audible Lure

We certainly do not hear it in the Talkies nor any other particular accent that I know of and whose voices we hear clearly and understandingly in any accent comes as such a relief that the houses are immediately crowded. Why a reasonably intelligent sentence or two should be such a magnet when it comes from the screen and the human-speaking stage have such a time short, profit, even with good plays, remains one of the mysteries of earned goods.

Anyhow, all our directors, actors and writers seem to have gone to the Coast and are there going through what must be a conical period of readjustment. Elliott writes me that George Abbott is a big embarrassment in directing Moran and Mack because Mack never heard of Abbott and calls him "Frank"—oh, well, what's the difference.

Disengaging all the talk from the totality of theories about talking pictures, we seem to have reached the last thing to get out of effectively which brings me to the point I wish to make with you, that unless it talks develop into making dialogue not only effective but to that point, the talking picture future is limited to the exploitation of certain personalities and certain set specialties as such.

It is admitted that Jolson is the best thing in talking pictures, but the fact seems to elude some that Jolson was always good and always will be as long as he is Jolson. If the talking play is to have a future, its future must be in the play itself, not the person who tells it and the present prattle, silly, childish mess of dialogue and material generally will not entertain the better public when the novelty of seeing interested people who talk in the future is limited to the greatest actors must in time have something to play. As on the speaking stage, it must develop ultimately that the play is the thing.

### Historical Precedent

History repeats itself, so that as observation may be and it is not of many years ago since we have seen the backstage of the movie making of the speaking stage. But the heads of things wanted to make money too fast. So false melodrama killed the melodramatic business. It isn't so many years ago since we have seen the backstage of the movie making of the talking picture. But the heads of things wanted to make money, manufacture "acts" and supply God-given things by routine machinery. They wanted to make money, and they wanted to make money in this country wide venture, we used to call high class vaudeville.

### Where Every Lies

The Talkies, and particularly the two and three reels, have a chance to exploit the finest stories, comedians, dramas, tragedies, farce and what not, and will reach it in time. But the person who tells it and the public are being overfed with stuff of no merit except the novelty of the machine itself.

There is no use of evading the fact that in the Talkies we are facing a condition and not a theory; whether it shall pass away as fads do, to my mind, depends, not on the novelty with which a story is told but on the merit of the story itself. The great public are ready for better stuff.

### "High Road" Leads Sail

"High Road," the Frederic Lonadale piece Charles B. Dillingham produced in New York and sent out was brought back to N. Y. last week.

The stars, Herbert Marshall and Joan Marsh, left for the Coast last Friday night when they open in "Paris Bound" for Arthur Hopkins. On the same boat was Fred Drayton, another "High Road" principal, Frederic Carr, who also came over from England for the same boat, back to London on a different boat.

### Velvet for Korff

Arnold Korff, now in support of Katherine Cornell in "The Age of Innocence" at the New York, has been awarded \$1,000.34 by an arbitration committee of the American Arbitration Association, presided at the Paul Kay Productions, Inc. claim arising from a contract for \$300 a week for the last season which was never carried out.

Frank Pemberton, Jacob A. Weiss and Oliver D. Bailey arbitrators directed payment to the actor of two weeks' salary at \$300 for each of the two weeks during which the actor's role was directed at the Paul Kay Productions, Inc., as he had produced but didn't.

### "Message" Hits Nag

"Message from Mars" revival being produced by Herbert Standing, brother of Guy Standing, was called off their nine day tour by a disagreement between Guy Bates Post, lead in the show, and the producer. Now indefinitely postponed.

### "FORDY'S FINAL

"Fordy" is playing its final week in the circuit at Ford City, Pa. This week, Next Monday the company sails for London on the "Comet."

Show went into Baltimore this week with a \$15,000 advance sale going in its face.

### Baker Pulls "Solitaire"

"Solitaire" closed suddenly last week just as the curtain was to go up for the Friday night show at the Waldorf. Bob Baker, the producer, withdrew the show on the charge that the house operator, Julius Meyer, had violated his contract.

The show had only opened the previous Tuesday night which with the Wednesday matinee played four performances. Baker and his associates owe the cast half-week's salaries. Contrary to reports the show when it quit the Waldorf had not been working on the co-operative plan. The show had been together two weeks prior to the previous Tuesday night and had been paid for that period.

Baker says he plans to reopen at another house. "Solitaire" has a break on the opening reviews. It had Master Gabriel, midget actor, as its star.

### ENGAGEMENTS

Suzanne Keener, Laurence Wolfe, George E. Stone, and the company will appear at the New York, March 21.

Betty Starbuck and Billy Taylor, Sam K. Harris musical, for fall production.

Walter Craig, "Hello Dandy," William W. Wright, "The Sign of the Cross," previously known as "Hello Everybody."

Forest Cely, Louis Templeman, Forrest Whit, Robert Capen, Truett, for stock company, at the New York, March 21.

William Simpson has replaced Mary in "The Sign of the Cross," previously known as "Hello Everybody."

William Hutchins with John Golden, William Dorbin replaced Tom in "The Sign of the Cross," previously known as "Hello Everybody."

Edward Pawley, "Mary's Estate,"

### WILLIAM WAYNE

Mr. Wayne has just been engaged for the Broadway production of "The Sign of the Cross," which goes into rehearsal March 25. Mr. Wayne has been playing the Guy in "The Sign of the Cross" for the past year.

### RALPH G. FARNUM

1660 Broadway

### FOX SIGNS 14

Writers, Actors, Directors, Got Optional Contracts

More legit folk have been added to the William Fox movie production roster. Signatures, all on long term option contracts, were secured during Winfield Sheehan's latest visit to New York. All with in the Hollywood studio.

George Middleton, president of the Dramatic League, one of its writers. Others include: Joe Akins, who wrote "Declasse"; Sam K. Harris, who wrote "The Sign of the Cross"; John Hunter Booth, author of "The Masquerade"; Claire Kummer, author of "The Sign of the Cross"; and "The Sign of the Cross" writer, who will specialize in originals for Fox; Elliot Lester, co-author of "The Sign of the Cross"; George M. Brooks, McClure editor; and co-author of "The Sign of the Cross."

Those signed for directorial berths are: the late batch, again Frank Richardson, musical director of "Whisper"; Helen Chandler of the Guild; who staged "The Sign of the Cross"; Camille Guilen, English art director; Frank Marvin, of "Castles in the Air"; Bobby Cooney, of "New York"; Mervyn of the late "Incident"; Helen Gardner, Ziegfeld prima donna; Joseph Wagstaff, juvenile.

### Local Merchants Endow

Chi Yiddish Theatre

Chicago, March 19. With the Lawndale, west side picture house, leased for a Yiddish theatre last season, it develops that Alderman Jacob Arvey and Mos Rosenberg, brother of the late Mike Rosenberg, San Francisco, District trustee, are back of the venture.

Further understood that a group of 24 neighborhood businessmen have in have put up \$2,000 each in the deal. It is proposed to operate the house on a Yiddish route, with shows brought on from New York, with changes every four or six weeks. Opening at another house, "The Sign of the Cross," is being planned by Aaron Lebedoff and his company.

### "Sports" Political Job

Chicago, March 19. U. J. (Sport) Egan, who has just shown business as soon as he finds somebody besides the Shuberts willing to let him be a sportsman, is reported set for appointment as president of the Lincoln Park board.

Appointment will be by Governor Emmerson, whom Sport supported in the recent election after breaking with his old pal, Mayor ("King George") Thompson.

### Three Weeks for \$5

Toledo, March 19. Wisdom of opening a stock outfit in a Knights of Columbus hall during the stock market crash, declared Weisler, Lanning, Kitch, promoter last week. Weisler is said to have sold 100 shares of stock at \$5 a share, bond with Equity and that he was backing him.

Weisler is said to have sold \$5 by each actor for two weeks' work and a week's rehearsal.

## 10 SHOWS CLOSING

Three of last week's new shows were withdrawn by Saturday night which is something of a record. Another seven are due off the list this week, making a total of 10 closings.

"Young Alexander," independently presented at the Bijou, was taken off. Played five days.

### YOUNG ALEXANDER

Opened March 12. "Grassroots" was the diagnosis of Gabriel (American). That was the "sawed" show.

"Solitaire" offered independently at the Waldorf, closed Friday. Played three days. The revival of "The Doctor" at the Maxine Elliott's stopped. Played one week.

### BOLITAIRE

Opened March 11. Also stopped. The play was a stringer.

"Conan" departed from the Longfellow this week. It was presented by Sam H. Harris. The show is in its 17th week, most of the engagements having been secured.

Opened to very good business, later dropping to an average of \$10,000 and lately around \$10,000.

"Flight" presented independently will close at the Bijou where it moved from the Longfellow. It is in its fifth week. Drew fair notices but little trade. Around \$5,000, but last week slowed down to less than \$1,000.

"Paris" presented by Gilbert and R. May Goez departed from the Music box credited with a run of 24 weeks.

"The Sign of the Cross" is getting \$20,000 and more in a time. Business did not drop until after Washington's birthday.

### PARIS

Opened Oct. 6. Berlin unit, favored as a variety (Landy) ran a success show "for fun."

"The Sign of the Cross" presented by Harry Selwyn and B. Cochran goes on tour from the Selwyn. It is in its 15th week. Landed by critics and started with a run, grossing over \$40,000 weekly. The pace did not slacken with the change of show. Effort to do about half the original grosses lately.

"The Sign of the Cross" presented by the Shuberts, leaves the Casino, after playing eight weeks. This musical was the last of the start. Grossed around \$20,000 but then dropped.

"The Houseboat on the River" introduced by the Shuberts, moved from the Liberty. Never got the coin. Started at an \$18,000 pace then slipped to \$14,000.

### Sex Lecture Bit Still

Off—Does Stay in "Red"

In a story last week about Dr. M. Sayle Taylor and Dr. M. Davidson, the sex expert appearing at the National, mention was made in error of them having enjoyed Dr. Davidson's sex lecture at the Brooklyn. Dr. Gordon never appeared in Brooklyn.

"The Sign of the Cross" touring, along similar routine to Taylor and Davidson. He was engaged and coached by Davidson. Arrangement was of brief duration. Davidson never went out on his own.

"The Sign of the Cross" has shown but little improvement. Lecturing due are unable to account for the success of "The Sign of the Cross" played seven weeks in Philadelphia with grosses as high as \$20,000. The show is still in the red on the local engagements.

### Equity Wins Awards

Arbitration over disputed royalties ended the closing of "The Sign of the Cross" in Chicago last season, was decided in favor of Equity last week. The Detroit Equity and the New York Equity, who bonded the colored and transportation of the colored race, were ordered to pay \$1,000. The bonding concern denied Equity for shutting the show.

Arbitration was decided in favor of Arthur Ross, who was let out of "The Broken Chain" after three or four days. Ross was let out of the probationary period. Jacob P. Weisler was ordered to pay Ross \$1,000. Ross claimed that he was not the first day of his act, rehearsal.

## Challenge Shuberts' Status in New York

Syracuse, N. Y., March 19. Business done in New York City by the Shubert Theatrical Corporation, amounting to millions of dollars yearly, is threatened by a suit filed in Municipal Court here by Judge William F. Parsons, who holds that the corporation has no right to execute contracts or do business in the State.

The ruling came with dismissal of a suit filed by the corporation against former Judge A. Fairfax Wilcox Parsons, Inc., for \$100,000 representing unpaid lighting and telephone bills incurred during the fifth Wilcox season at the Writting last summer.

Through his counsel, George J. Langan, also a former theatrical operator, Montague interposed the defense that the Shuberts have never filed with the Attorney General, as required by law, a certificate of incorporation and that they do business in this State.

Upon receiving the ruling Attorney General Parsons called on Attorney General Alexander L. Saul of the situation. Saul promptly advised the Attorney General Hamilton Ward.

A. Fairfax Montague, president of the Shubert Theatrical Company, Inc., has brought suit for \$50,000 damages against the Shubert Theatre Company, claiming that he was induced by fraud and misrepresentations to sign a 1928 lease for the Shubert Theatre. The case is returnable in Supreme Court of Onondaga County during April.

The complaint described the theatre as a "motor show" and stated that the company falsely described the theatre as safe and well suited for the presentation of stock companies.

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He also charged that certain contracts which the company had with musicians, stage hands and house attendants were not explained to him and as a result was forced to cancel plans made with others.

The employees retained under the contract were not paid for the performances and tended to bring ridicule to the players and company. He added that the setting and artistic designing were handled in such a manner that they were not adapted for stock companies.

In seeking the \$50,000 damages Montague said he relied upon the statements of the president of the company that the house was in good condition, and that the theatre was well adapted for stock companies.

He claims that the receipts of the company were not produced because of the conditions of the theatre and the closing of the gallery and that the theatre was forced to retire were detrimental to the business.

### Shop for \$100,000 Show

The "opera-choosing committee" of the State Fair of Texas, at Dallas, has selected the Shuberts, Kleist, and Harry A. Olmsted, local business men, are in New York City to select a show for the Fair Park Auditorium this fall.

The Shuberts' success is brought in with original-as-possible cast for a 17-day run for the fair.

Most of the annual shows that have been booked through the Shuberts have been productions. However, the policy this year seems to indicate a get-away from the Shuberts. The booking usually involves a \$100,000, based either on a flat rate or percentage.

### N. O. STOCK MOVES

New Orleans, March 19. Leona Porter, stockholder from the Tulane to the St. Charles theatre March 21. Company had been away from the Shuberts. The management claimed it could not make money because of overhead. Move to the St. Charles will mean a general trimming down.

### Dayton's Stock

Dayton, O., March 19. A third season of summer stock will open here this week with the Wright Players, April 1. Only players selected so far are Charles H. Kline and Harry E. Redell, both here previously. J. E. Redell will be local manager.



## Literati

## Sealing Climaxes

## London as It Looks

By Hannen Swaffer

**Beetlelegging in Obscene Books**  
Beetlelegging in obscene books is becoming quite an industry in New York. Business has not spread far beyond the city, however, because sentences upon apprehension for sending them through the mails are too stiff.

Most of the books, aside from the old classics, are written, printed and bound in New York. In fact, guess and even ideas that they are written by one or two persons.

Beetleleggers in obscene books either sell them outright or loan them out on a rental basis. These books sell from \$10 to \$50 a copy, and rent for about \$2 a week. In the case of rentals, borrower must deposit about \$25 as security, unless he is known to the owner.

It is one of the best racketeered most of the books are slim and cost little to print. The average run less than 100 pages, each with original illustrations. Scientific books, like "Art of Love," run to nearly 400 pages.

These obscene books are selling mostly in Greenwich Village. The racket has saved the little book store which has had to force competition and book-price cutting by the department stores.

## Efficiency

Efficiency tactics employed by one of the largest morning newspaper outfits in Los Angeles is causing a lot of kidding. Latest racket is to dock the copy boys when they leave the building to get a sandwich and coffee for any time off on these errands amounts to about two hours a week, or 70 cents decrease in the kid's pay. The economy measure is said of that allowing but three copies of each paper to be taken home. "Tip this, the boys are furnished with small pieces of scrap paper to dry their hands in, instead of the ordinary sanitary paper towels.

## Sullivan Reviewing

Edward D. Sullivan, former reporter for the Chicago Herald-Examiner, who came to New York to sell his story of Chicago crime life, "Rattling the Gun," is doing a series of reviews for the New York Telegraph. Story accepted by Vanguard Press after young Sullivan asked it to about every pub in N. Y.

Book gets title from the way a paragraph rattles his copy to attract a guard.

## Making It Tougher

University of California extension division has opened a course in gathering and writing of news. The course is being conducted by press agent to the newspapers.

## For a Signature

A new way to secure publicity is being worked at one of the large photo picture studios where at least a dozen cartoonists or illustrators have recently sought opportunity to make drawings of movie stars.

All illustrators ask is that the studio publicity department place a colored drawing of the movie star of standing with the name of the artist prominently displayed.

## Ettleson's Change

Lee Ettleson is off the New York American as managing editor and chief of staff, at 43rd street, and is now in the editorial office. His stay on the Hearst evening sheet will be long enough for the American's (morning edition) to be buying ad to pick up the rudiments of the sundown routine.

That that even Ettleson will go to Boston as managing editor of the American, that city. Ettleson has been seen at breakfast with morning papers in the past.

## Selected Smut

Robert Wolfson, 43, newsdealer with a stand at 43rd street and 3rd Avenue, is now in the editorial office. Special Sessions of selling indie magazines. He was fined \$500 or 30 days in the Workhouse. He paid the fine.

According to John S. Sumner, editor of the View magazine, it was not an ordinary violator of the law pertaining to the sale of obscene books or pamphlets. He had a way of his own.

Way crusader charged that in Jay Strauss, formerly with U. P. press, engaged by Universal as studio unit press agent.

stead of selling copyrighted photo magazines, containing spicy pictures, Wolfson got his own magazine. He clipped the choicest pictures from a quantity of riques and put them all in one, with a homemade cover. He sold these for 25 cents each. Sumner bought one on anuary 1 and arrested Wolfson.

## Croy's Coney Island

Honey Croy, who wrote "West of the Water Tower" and "They Had to See Paris" and several other novels, has been spending some of his time down at Coney Island collecting data on a novel about the seashore. Harper and Brothers, his publishers, plan to issue it shortly.

## Maken, Boat Good

Russell I. Maken, formerly film writer for the New York Telegram, and who played a bit in Paramount's "The Letter," is now in Hollywood directing and producing a story written by himself entitled "The Letter."

Birdwell is reported to have declared when giving up motion picture work that he would be a director within a year.

## Times' Type Error

One of those classic typographical errors appeared in the New York Times of March 13, in the story "Walker-New York Central strike."

Times Square crowd bought up every copy of the paper when they learned of it, and are holding the clipping for a souvenir. Oddly enough, the error was a matter of a typographical error that appeared in the Herald Tribune a week before the Times error was caught in the fourth edition, but not before it had gone all over town, and of course in the mails.

## Knopf Cuts Down

Alfred A. Knopf doesn't like the idea of cutting down on the review purposes for most of the all publications, and aside from the better part of the book, will charge the others half-price.

There are squawks from the other publishers, but Knopf will ignore the Knopf books unless they get them through a book.

## McVeigh's Break

Blake McVeigh, of the Paramount home office publicity staff, who is featured in the book "The Wolf of Wall Street," has had the book accepted by George S. Dunlap for publication in Chicago.

He gets the entire royalty. Paramount will enter the book into the publicity the book will create for the film.

## Reporter's Credit

Harry Brandage, writer on the St. Louis Star, is credited by his paper with adding 15,000 circulation to that journal in seven weeks through feature stories from Hollywood. Most of the credit is the personality of prominent actors.

Star ran now on first page inviting its readers to get the publicity they desired interviewed by Invitations.

## "Heart Throbs" Off

Bernard Macfadden will not publish the book "Heart Throbs" by John H. Burt, who has offered enough material. Eliza Wilson, writer of the book, will be switched to another one of the Macfadden publications.

## Stokely's Rewrite

Stephen Rathbun, dramatic editor of the New York Sun, told Stokely Carmichael's copy was not accepted for its absence from the special weekly theatrical page of the Sun and the Sun's Equine type on Phil Baker ran this week.

## The Loudoun on Color

Agnes Pat McKenna, free lance scenario writer, an authority on color, has been asked to write "Untwisting the Rainbow," which has been accepted by New York publishers.

First literary efforts of Ralph Barker, the cartoonist, in "God's Country," with his own illustrations, of course.

Starling has the book published just before he returned to Paris, where he now makes his home.

New idea of Harper's, (publishers), which it has patented, is a seal closing up the pages of the climax of its mystery.

Idea that if the reader does not know the secret, he will not be able to learn the climax, he can return it and get one money back. No refund if the seal is broken.

## LITRITZ

## Inheritance

Will of the late Francis L. Hine, long president of the First National Bank and at the time of his death, chairman of the executive committee, disposes of an estate of \$5,000. Large share goes to a son, Lyman N. Hine, and a stepson, Elbert H. Hine, and a small share to another son, Francis Worthington Hine, although the latter receive a life interest in \$100,824 which this son previously inherited from his mother. The will indicates that the son's advances had been made to Francis, including a number of trust funds for the support of his daughter, Gertrude Jennings Hine, and their child, later, Francis married Vivienne Osborne, the actress.

## Mrs. Duell's Costume

Mrs. Trudy Duell was the first girl for the most beautiful costume at the Brevard Club ball at Palm Beach, an outstanding affair of the Florida social season. The lady who divorced Charles Holland Duell has not retained the Social Register. She is a friend of the actress, Tucker, she appeared on the stage in "Three Faces East." Her early environment in Chicago was unpretentious similar to that of Gloria Swanson. While in New York, she rented a Newport villa and one Lillian entertained actors, for a guest was given a week. The dress was made by Duell. Later the Duells separated and were divorced, and she adopted the name of Mrs. William Scott. She is a brother of William Scott, the actor, who was married to four husbands of the beautiful Anne Livingston Scott.

## Emma Vogt Register Rating

Emma Vogt, associate fashion editor of Vogue, has married Raymond, a son of the late John D. Rockefeller. He is 1900, and belongs to fashionable clubs. His sister, Pauline, is married to the son of the late John D. Rockefeller, president of the Julliard Foundation. Couple will live with the family in New York.

Bride is a daughter of Mr. and Mrs. Eugene A. Vogt, a prominent real estate and sister of Louis Calahan, the actor, who married Julia Hoyt, the actress. Oddly enough, as Raymond lives in the Social Register, Emma Vogt will probably appear in the next issue of the magazine, who was in as Julia Robbins and Julia Hoyt, was dropped after marrying Louis Calahan.

## Kendall Outlines

Death of Lyman R. Kendall, millionaire broker and president of the Kent Securities Co., recalls publicity incidents in his career. In 1918 he was accused of having been the father of a girl, Lucille, daughter of a former governor of Idaho. After the scandal, he was forced to pay her \$42,000 a year for life. He had previously transferred her to the name of Lucille Kendall, who was in as Julia Robbins and Julia Hoyt, was dropped after marrying Louis Calahan.

He then married Elsiebeth Coyle, once known on the stage as Betty Lee, and divorced from Procter and Gamble, the owner of the Onondaga, Syracuse, N. Y. The Welch daughter was adopted by Kendall. She was married to John Kendall. She married George Grant Mason, Jr., son of the multi-millionaire John D. Rockefeller, and was married to Tuxedo.

## Griscum's Daily

Col. Lloyd C. Griscum, who for 30 years has owned a plantation in Florida, has just bought the Tallahassee Daily Democrat. His sister, Frances Griscum, who also owns a plantation, will be associated with him.

When, suddenly, I saw on the front page of the "Universal the other day, a screaming headline, "12 Interviews with Pope," I thought, for a moment, a great theatre secret had been exploded at last.

These agency, unknown to London theatre jargon, has been revolutionized, during the last few months, by the astuteness of Walter McQueen Pope, the manager of the theatre.

Things They Want to Know

A few weeks ago I took fun, in these columns, at the way in which he was always getting his name in the paper. Reporters were always interviewing him on the street, and I thought, "What a nuisance!" Heather Thatcher. "Should George Groszsmith really have a knight-hood?" Should Gould Mauter have his tacks away?" and all the other questions that help to embalm dead William.

Pope was then only the house manager for Violet Melnotte, for whom he had to save pommes and find napkins. His views, therefore, rather amused me when I saw them in print, for I wondered why the Star always went to see him instead of the important people in the theatre like Maurice Lillie or Cochrane's other Sipping Duck. "How does Pope do it?" I asked.

The Days That Used to Be

Then I discovered he was the only man in the theatre that some reporters knew. I myself blundered across him at close quarters a few months ago, and then found him most useful in reminding me of the days when George Edwards was a force, and George Dances the provinces.

When Violet Melnotte sold the Duke of York's, Pope took on more authority, extended his activities, turned his own theatre into a sort of Press Club, decorated with some historical pictures and his photograph. Before many weeks had passed more newspaper men were in there than all the other theatres in London put together.

The Press in Four Lines

I summed it up yesterday when I wrote the following verse:

Eric Barker Noisy Parker  
Beckles Wilson Norman Hilton  
These are really the four most enquiring persons in the theatrical world, and sometimes, I have seen them all together, when they are talking to Pope. One, when Wilson called, the other, eight, one of the commissionaires whispered, "He's got three or four, others in with him, I've asked."

There is always a cigar there for me, and there are whiskies and sodas for those who drink. You often find a nice young man called "Pope" in the office of the Star, and he is the son of the late Mr. Hodgson, his predecessor, now the new Gordon Beckles of the Sunday Dispatch.

William Hilton may come in, when Eric Barker isn't there. Barker comes in to talk about himself, much to the annoyance of my own self-centered arrogance.

One night, when they had all gone, I turned to Pope and said, "To think those poor boobies of press agents send out columns of typescript every day, and yet they don't get a word of it!"

You wouldn't believe it, but it is true. Indeed, Pope and I now sometimes plot as to what we should put in the Star of the following Saturday. I have a hand in the matter, but I don't know whether anything that happened in the theatre before 1923 appears. You may be sure that is Pope's.

Sometimes, every theatrical word in the Star was dictated by him.

It Happened Just in Time

Well, it is about time that something like this happened. Hitherto, the theatrical news in the Star has been written by the staff, as I was accused of always talking about Sybil Thornehill, Constance Collier and Charles Laughton. I can fairly say that Philip Page, in his column, always mentioned Seymour Hicks, Edmund Gwenny, and Billy Leonard; that William Follock favored over Mauter, and always said what a fine speaker George Groszsmith was; that Charles Stray was the son of the late Mr. Stray, and that he usually talked about Rowland Leigh being a nephew of Lord Leigh, and Rex Evans; that Eric Barker was never known to refer to anybody except Eliza Rolfe; that Thomas Kyrne, Nan Craft, and Heland were his friends, and the fact that somebody was an old Dutch boy because he went to Dutch College himself for a few months; that the Star was the only newspaper in London that did it, especially when Pope about Carl Brisson or Peggy O'Neill, our two chief publicity hounds.

Perverts Who Get the Boast

As for the other gossiping press, half of them never mention anybody unless he is a pervert or a half wit or a cad. If you only knew, the good feature in journalism, which I invented in 1913, has now become, in the hands of Conservatives, the chief argument for Bolshevism. It always praises the wrong people—I mean from the point of view of decent Conservatism itself.

What obvious the point of thing had to stop. Pope left off telling the papers about himself and began to tell them about his clients. So, instead of Rex Evans, we rose to Billy Marston and instead of the Star, we got the London Evening Standard, the London Standard of Ernest Truax got in—that was, when Pope was managing his house.

None of the Others Know

By my permission of the Pope, I have written a little motto of journalism. Strange, though, Pope is the only two who know it.

We sit there, when they have gone, and roar with laughter. It is incredible that, in the heart of London, the most intelligent and the most knowledge of human nature, been able to twist half the press round his finger. Cochrane is no more than a little fellow in the street, and he is the only one who knows it. Pope is supreme and none of the others know.

We even plot, now, as to what names are to be kept out. I am still allowed to mention the name of the Pope, but I don't feel free to say I am sorry I cannot write any more for you now. I must go over and see Pope to discuss with him what Eric Barker is to be allowed to print and what Charles Stray is to be allowed to print. I must go over to the following day, and whether Archie Thomas shall write his stuff on Billy Marston or Matheson Lang this week.

late Arabella Magee, who divorced her husband, the actor, 15 years ago, is now in New York and Newport, as escort to Mrs. Cornelius H. Tuganham.

A member of the New York bar, Col. Griscum was formerly an actor in Italy, and before that to Brazil. During the war he was on the staff of Gen. Pershing. In 1923 he was produced in Broadway by Lester Bryant; Barker, Conrad and Edward L. Barker. The Colonel's son, Brockton, is a student at Harvard.

Handsome Couple

The late G. Louis Bolshevism was one of the handsomest men in society. He married as his bride, Miss. He married as his bride, Miss.

(Continued on page 65)









## Plays Out of Town

## SECURITY

Philadelphia, March 19. *Joe Mapleson* presents *Margaret Ansell* in a three acts by *James Watson-Croft*, staged by *Mapleson*. Settings by *Paul Weiss*. At the Lyric theatre.

There is one point, two minutes before the end of the second act of this new vehicle for *Margaret Ansell*, when it looks like a dramatic annihilation. If the curtain had fallen upon that point it would have been a tragedy. The play was prepared to stage an ovation not only for the star's work, but because of the emotional climax provided by the author.

Then something slipped, and the couple of minutes of the act dissipated much of the effect, so that the curtain fell on a sense of let-down. Even at that "Security" had a chance of being accepted as a play of the ordinary. All hope was lost, however, when the third act took all the punch out of the plot. At the very end there was a flash, but it came too late.

The story of "Security" concerns a middle-aged married woman whose whole wedded life has been one long sacrifice and one long pretence. She has for a long time realized her husband was unfaithful, but because she had two growing daughters she made believe to the world that her own was an ideal couple.

Then tragedy occurred. The husband's latest fling committed suicide. The scandalmongers involved him and word was brought by "kind" friends and relatives to the wife. She supported her husband with evidence to prove him innocent. Even when the girl victim's sister, a friend of the wife's, came with evidence in the form of letters, *Joe Mapleson* refused to listen, and when the other's back was turned for a second throw the letters into the fire.

Here is a powerful and well-written scene. It is followed by one between husband and wife that starts just as good. The wife does not accuse; she acts as if she thought the charges ridiculous. But the husband, conscience-battered, has to confess his guilt. Whereupon her noble calm breaks down and she cries out: "I know it, but why did you have to tell me!"

No longer does Mrs. Mapleson want to go on. She insists on divorce at once. Whereupon he seizes a gun and makes a suicide

motion. She takes the weapon from him, but puts it within reach. As the curtain falls he is about to end his life. Apparently the wife intended, just that. These last few minutes fracture the suspense. The next act kills it entirely.

The playwright, to fill out the required time, introduces a lot of irrelevant comedy involving a silly ass lover who proposes marriage to the widow. The latter, however, is through with matrimony, and even she learns of a probable disruption of her married daughter's happy home. The young husband is also a philanderer. Whereupon Mrs. Mapleson makes a final sacrifice and accepts the rejected ass lover because he has it in his power to assure the happiness of the young couple. The final curtain is brought about in a phone conversation rather cleverly, but most of the act is a total loss.

Mrs. Angell's part is the best scene, represented yet vivid. *Margaret Ansell*, graduating from musical comedy and farce, gives her remarkably able support. In fact, the latter's hysterical outburst in one of the acting scenes of the play.

Thurston Hall is inclined towards theatricality, and *Reynold Mason*, a good actor, is hopelessly wasted as the silly-ass admirer. The two daughters are effectively portrayed by *Eloise Brown* and *Anita Kerry Waters*.

## SQUAWK

Los Angeles, March 7. A comely melodrama, *Three Men and a Cradle*, by *John McDermott*, produced by the author. Staged by the author. With *Lili* with settings by *Harry R. Brown*. At the *Marine* theatre.

*John McDermott* who in one time acted and worked in vaudeville and later wrote scenarios for Paramount and good ones too, decided to try his hand at playwrighting. He had an idea that the picture producers would step down to

the theatre where he produced, make them screen tallores and give him plenty of money. Great thought, but "Red" John has gone amiss on his first effort staged at a cost to him of around \$8,000, with a good portion of the expenditure due to the purchase of blank cartridges.

The figured if "Front Page" and "The Racket" were sure fire, a story based on the *Juan Oil* scandal and the downfall of *Blair* Attorney *Kay* would be the "berries." How much more, he thought, could he do that would frankly deal with the inside of the shell?

The melodrama was spattered vulgarly by the author full throughout. "Front Page" and "The Racket" spread here, there and everywhere without rhyme or reason, and hardly leaves a pleasant taste.

The opus starts off in melodramatic fashion in the interior of a tailor shop. A gun man comes in from the East to meet the "bright young man." The latter explains the D. A. has shaken him down for plenty, including car, home, golf clubs and kate and now would like to stand for murder.

They decide they are going to knock off a chap who had acquired an oil dividend. Everything okay. The boys then suspect the tailor of not being on the up and up and find a dictaphone, then the daughter

believes that her father wants the diary. That of course put the tailor on his back. The D. A. is there as also another supposed crook who has been behind a screen of innocence.

The tailor is elected for a ride and taken to the house of the girl. He is the same to the trouperous guy, but he convinces them he is a crook too, and they declare him in on a deal in the house of the girl. Then they blow the tailoring joint, with a bang who had been concealed in one of the shelves hopping out and grabbing the diary from a drawer as curtain drops.

But then the tempo changed. It developed to be a focus-pocus from then to the final curtain. It was farce, rags, punts and all regard for situation thrown to the four winds.

Profanity was the keynote from the start when the gun man, promoter and alleged cop put in their appearance. They call each other names and say some unprintable matter. Lights switched on and off. Shots fired. Everything to make things mysterious until thief was trying to escape house

with diary. Stage cops in aisles firing blank wads at him and machine guns going.

The players did as well as they could with what they had. Fritz Feld, as the tailor; Lili, as the crook-cop, and *Benjamin* as the "muddy" witness who turned out to be a real detective taking the honours.

Show in here for four weeks on the giving plenty of money to the away. Not a chance here, anywhere, for either stage or screen.

## ROMANCE, INC.

Oakland, Cal., March 14. *Gracie Williams* presented his new play, "Romance, Inc.," written in collaboration with H. H. Van Loan at the Fulton.

The play is a story of Hollywood and the movie man's maintaining a play within a play and a situation involving maternal self-sacrifice.

Ozell Cummings (Willow), famous director, has broken with an important producing firm because of disagreement on a story formula. He strikes out for himself and the former employers begin to put the screws on him, first stealing his leading woman and then injuring his credit.

He makes despair with Hollywood brocade. The substitute leading woman (Beatrice Blinn), secret in love with him, life upon life scheme to sell herself to an angel (Lyle Cummins) for enough to finance the picture. Cummings is to be kept in the dark. Her plan is discovered by her mother, herself just engaged to the girl's leading man. There has been an affair between the mother and the angel years before. The mother offers herself as a substitute for the girl and is accepted. The picture goes on and love triumphs all around.

Story is told on the movie lot. The story of the principals in the picture duplicating the screen story they are filming in many respects.

The story of the principals in the picture duplicating the screen story they are filming in many respects. The picture is built for laughs and classifies as clean drama. The story is not exaggerated and is artistically is masked by the presentation. The theatre audience, brought into the action as extras and a novel ending is evolved by throwing the finale into a real theatre aired for the night by the movie folk.

Much of the play is in the jargon of the Hollywooded, but understandable. The scenes are played on the stage and in the auditorium and as the Fulton the revolving stage was used to good effect, although that is not

essential. Wilbur as the director gave a smooth, polished performance; Miss Blinn as the movie star pleased but was not at her best in the emotional scenes. The other players, Clement and Ruth Saville, having their chances in the big scene, but the other players delivered in contributory roles.

"Romance, Inc.," has been out already to a certain at 10.50 after the emotional scenes. The novelty is excellent, the story is natural and story consistently interesting. It got off to a flying start here.

## THE SUICIDE CLUB

Philadelphia, March 19. *Murray Phillips* presents a romantic comedy, "The Suicide Club," at the Adelphi theatre. Settings by *Robert* and *George* Brown. Based on *Robert* and *George* Brown. Based on *Robert* and *George* Brown. Based on *Robert* and *George* Brown.

Murray Phillips, who has been associated in the recent production of "Lady Deadlock" in New York, and who has aspirations to put on the stage other Dickens stories, has done a sympathetic and deserving piece of work in his present attempt to put before the footlights this Robert Louis Stevenson yarn. It is deserving of attention but it is scarcely likely he will get much in this era of high-gear competition in the theatre.

"The Suicide Club" takes its name from one of the episodes in "The New Arabian Nights." But it is not confined to this, the initial story of the book. Instead, the authors have been in portents. "The Rajah's Diamond" and of the other adventures of "Prince Ferial of Bagdad" in London around 1870. This same *Forrest* was supposed to be, without any so identified, the Prince of Wales, but the play does not emphasize this point.

The action deals mainly with the evening when *Prince* *Forrest* met a wild-owl, serious young man, perceiving him to attend a meeting of the strange and sinister Suicide Club. The purpose of the club is to arrange for any man or woman tired of life to buy out. The members participate in a card game, the one drawing the ace of clubs to be the victim. Those who do not draw the suicide card may live in luxury until the next meeting.

In Stevenson's story, the club was made of a few color and provide for a ballroom scene the play-wrights have admitted women. The punch of the play in the third (Continued on page 74)

## A Laugh Riot

IN

Alex A. Aarons' and Vinton Freedley's New Musical Comedy Hit

## "SPRING HERE"

Book by  
OWEN DAVIS

Music by RICHARD RODGERS  
Lyrics by LORENZ HART

at the ALVIN THEATRE, NEW YORK

Excerpts from the New York Press

"DAILY NEWS," March 12, 1929

"Cy Landry, one of the best of jolly dancers, sticks in his diverting specialty."

Burns Mantle

"HERALD TRIBUNE," March 12, 1929

"There was a cheering bit in the second part when the droll and imperturbable Cy Landry had the stage for a few minutes with one of his amusing solo dances."

Arthur Ruhl

"EVENING WORLD," March 12, 1929

"Cy Landry stops the show with his eccentric dancing. There should be more of Cy in 'Spring Here'."

Bide Dudley

"EVENING GRAPHIC," March 12, 1929

"One Cy Landry, just an eccentric dancing fool who does things with his torso, arms and legs that force the audience to do things with his hands that phrase makers call loud and prolonged applause."

Louis Sobel

"VARIETY," March 13, 1929

"It remained for Cy Landry to wham 'em with his eccentric dance specialty."

Abel

"TIMES," March 12, 1929

"And twice during the evening a blank looking clown, Cy Landry by the program, plays astonishing simple tricks with his anatomy. But, best of all, he can shift from one idea to an idea completely foreign through the most logical pantomime transitions."

J. Brooks Atkinson

Personal Management HARRY BESTRY

## BUCKAROO

First act bowed along with no particular point, save the picturesque idea and the lure of the people from the wide open spaces. Hard to tell what it was all about until second act became melodramatic. Stray Murfee, cowhand, is in line to win the bronco riding championship. He has fallen for the wiles of Maxine Madison, sweetheart of Benny Morris, a gangster, despite warning from Lee Irwin, his cowgirl fiancée.

Miss Westman's characterization of the cowgirl is easily the best performance in the cast. She looks like that sort of girl and her westernisms were convincing. Most of Elston's vamp, too, stood out. James Bell, as lanky Stray Murfee, was the real thing as buckaroos go. Clyde Dilsen did the tough Benny well, and bits were all allotted to people who smacked of the rodeos, though the roper was away off form in tossing the lariat.

"Buckaroo" is intelligently staged. It will doubtless be its way to pictures and it should thereby probably recover the production outlay. As for run, chances all. *Ibce.*

Chenkin, however, is more of a character singer. He does 21 solo songs divided into six groups, not counting

Proper exploitation might have made him a box-office wow. He has been properly Morningsided, in the usual abnormal prelude to hokey, just like El Ray Goetz's production of Raquel Meller. Chalkin could have been decidedly in the Slinger needs fitting artistic trappings, such as an impressive pit orchestra, unostentatious but satisfactory physical surroundings, and proper handling for best results. Relkin might tie up with a competent management for greater benefit.

Jack	William Challen
Mr. Nelson	Jane Burbi
Mr. Nelson	Warren Coliste
Nat Jennings	Carroll Ashburn
Floy Jennings	Bette Dav
Wilbur	Grover Burger
	Florence Jayce
Mourners	Eva Hourwich
	Madeline Ray

The eight scenes concerned in this play are of the usual ingenuous type of impressionistic set pieces and

"The Earth Between," in toto, is just another of those Village-y subscription offerings, interesting but not intense or of any dramatic vitality. *Adel.*

Tom Pascoe	William Lovato
Lofty	Jack Rennie
Lieut. Townley	Bushnell Chas.
Lieut. Townley	Nalph W. Bhattach
Lord Poppington	David Billie
La Varelle	Robert R. Parsons
Mrs. Callico	Julia Parole
Mrs. Coupler	Elizabeth Zachar
Lovisse	Harrison Dowd
Amanda	Frances Simpson
Prober	John W. H. H. H.
Probe	Ferris Hartman
Sir Tubnelly Clumny	Robert R. Parsons
Servani	Ferris Hartman
Miss Hayden	Gene Margu

**This troupe has been touring Ne**

The Jitneys announce "The Drift on," by Lady Gregory, as another offering. This, too, is an unfamiliar name. Unless this company catches on as a fad it is unlikely that New York will flock to fit on sheer merit. The run may be extended because theatre and troupe can live on comparatively lean takings. **Left.**

Eddie Mayo and His Harmonica Gang is set to succeed Borrah Menevit's "Harmonica Rascals" in Arthur Hammerstein's "Good Boy." Menevit goes to picture house tour. Lou Irwin booked.

Constance Carpenter, Walter Craig, replace Shirley Vernon, Fred Santley, "Hello Daddy."

**Poli, Meriden, Stock**  
**Meriden, Conn., March 19.**  
Musical comedy stock is going into Poli's here. The house has been dark for many months. Frank L. Wakefield, formerly with Hurth & Seamon, will produce.

**GALA PREMIERE**  
AT  
**MOULIN ROUGE**  
PARIS, FRANCE  
HEADLINING  
EUROPE'S NEW SENSATION  
**ABE LYMAN**  
And His CALIFORNIANS  
OPENING MARCH 22nd, FOR TWO WEEKS  
Booking Arranged by HENRY CARSON, PARIS





# SPRING PLANT A AND HEAL

## "MY MOTHER'S EYES"

Theme Song of  
"LUCKY BOY"

Starring

George Jerrel

A Tiffany-Stahl Production

By L. WOLFE GILBERT & ABEL BAER

## "GIVE YOUR LITTLE BABY LOTS OF LOVIN'"

A LOVABLE FOX TROT NOVELTY SONG!

By DOLLY MORSE & JOE BURKE

## "ROSE of M"

An Oriental

TED KOEHLER

The Beautiful Waltz By

## "M' ANGI"

## "CRADLE"

A Smooth Flow

By L. WOLFE GILBERT

"You Can't Go Wrong  
With Any Feist Song"

**LEO. FEIST, INC.** Cor. BROAD  
(ENTRANCE)

[SAN FRANCISCO]  
935 MARKET ST.

[CINCINNATI]  
707 LYRIC THEA. BLDG.

[PHILADELPHIA]  
1228 MARKET ST.

[DETROIT]  
310 MICHIGAN THEA. BLDG.

[TORONTO]  
193 YONGE STREET.

[CHICAGO]  
75 W. RANDOLPH ST.

MELBOURNE, AUSTRALIA 276 COLLINS ST.

**S HERE!**  
**EIST SONG**  
**IT GROW~**



*Trot Melody*  
**ANDALAY**  
FRANK MAGINE

*the writers of "RAMONA"*  
**LINE**  
WOLFE GILBERT  
BLE L WAYNE

*Fox Trot Song!*  
**of LOVE**  
MABEL WAYNE

*What A Song!*  
**"WHAT A GIRL~  
WHAT A NIGHT!"**  
JOE L SANDERS

*An Infectious Melody And A Clinging Lyric!*  
**"MY CASTLE  
IN SPAIN  
IS A SHACK  
IN THE LANE"**  
IRVING CAESAR & CLIFF FRIEND



**AY and 50<sup>TH</sup> ST., NEW YORK**  
(ON 50<sup>TH</sup> ST.)

[KANSAS CITY]  
[GAYETY THEA. BLDG.]

[LOS ANGELES]  
[405 MAJESTIC THEA. BLDG.]

[MINNEAPOLIS]  
[295 LOEB ARCADE]

[BOSTON]  
[181 TREMONT ST.]

[LONDON, ENG.]  
[138 CHARING CROSS RD.]

[PARIS, FRANCE]  
[30 Rue de l'ECHIQUIER]

BERLIN, GERMANY 37 LEIPZIGER STRASSE

*Dance  
Orchestrations*

**50¢**

FROM YOUR  
DEALER  
OR DIRECT!





## \$3,000 Grafter Freed; \$500 Grafter Jailed

Minneapolis, March 19.  
A second alderman, P. E. Glebenheim, has pleaded guilty to accepting a bribe, \$500, to vote for a license for The Stables, local night club. He is serving a two years' prison term.  
After being paid the \$500, Glebenheim voted against the license, but it carried in the council nevertheless. F. A. Maurer, another alderman, also pleaded guilty to receiving a \$1,500 bribe to work and vote for the license.  
Both Glebenheim and Maurer were indicted on the testimony of former Alderman L. N. Ritten, who gained immunity by appearing before the grand jury. Ritten confessed to having accepted \$3,000, but escape scot free because he turned state's evidence.

## PEABODY IN FRISCO

Los Angeles, March 19.  
Back on the coast where he started, Eddie Peabody opens March 20 for Fanchon and Marco at Lorch's, Warfield, San Francisco.  
Peabody comes in from St. Louis.

## ACE BANJOISTS Use B & D "SILVER BELL" BANJOS

OSSMAN and SCHEPP  
Work of March 20 at Paramount, Brooklyn, N. Y.  
Work of March 20 at Lorch's, Warfield, San Francisco.  
Work of April 8 at Lorch's, Century, Baltimore, Md.

The De Luxe Edition Silver Bell News

THE BACON BANJO CO.  
INCORPORATED  
GROTON, CONN.

## RENDEZVOUS

Only the gayest adjectives appropriate in describing the dazzling new floor show current at the Rendezvous, featuring Jimmy Durante, Lou Clayton and Eddie Jackson. Fourteen astonishingly pretty red-blonded and brunettes entertain the proceedings to the delight of all.

Staged by Al Siegel, the production is a delectable riot of color, comedy, comeliness and refreshing novelty. Covering three shifts, exact, snappy, tumbling to four. The slightest, freshest entertainment comes for the price, from Harlem to Times Square to Hoboken and back to the Village.

Extraordinary in all the genuineness of that word, in that the show smashes of originality from midnight to curfew without one second's lull. Music written by Joseph Meyer, who did "Lady Fingers" and "Here's How." Lyrics by Edward Eliscu. Ringleaders engulfed in a whirlpool of fun and business tripping. With society folk angling for reservations. Irving Berlin a constant visitor.

Show completely new; only a few of original production's girls remain. All new faces. New scores for Clayton, Jackson and Durante, except "The Americans Are Coming" and optimum sex number. The crack threesome doing: Broadway—My Street, "How to Get to the Top of the Ladder," "While the Weeper" and "Dance in the Hot Potato." Jimmy Durante executing 'em. Riddling the guests with fresh out laugh provocation.

Pretty blonde, Ruth Adams, leads with blue notes that turn the ceilings into blue skies. First entrance number called "Snoplin Around," led by Betty Baker of "Showboat," adorned in silk opera pant, running to double-breasted and silken red pants. Girls follow in gay swallow-tailed coats, with black hose and fascinating underthings.

Gals the talk of the street for face and figure. All pips. All dancing dames add the last word. No showery in the chorus. All numbers tricky. Plenty of floor space, every inch scorched by the tapping, stamping, patterring feet which switch never stop.

Hot hyrics still reverberating when second number, called "Slow Down," follows, punctuated by the aboriginal antics of Jimmy, Eddie and Lou. Girls in red overalls, glowing with color. This is led by Estelle Pratta, Australian, who lays down a foot as nobody. An in-luxuriance of pretty green and pink

## No-Speak in Chink's

Musicians playing Chinese-operated places find very strict restrictions there that do not hold good in other public dancing or eating establishments.

One is that under no consideration is any member permitted to speak to any of the women or girls patronizing the place.

In one Chinese cafe during a lull in the music a girl seeking info approached the orchestra and addressed one of the boys. Not thinking he spoke one word "yes." The Chinese operators seeing the two together demanded that the band manager are the boy for the spot or lose the remainder of the engagement. He was released.

and rainbow hues stomping to tense rhythm.

The laughable sideshow in the rear wing of the room, which diverts attention from the floor, is still a part of "The Americans Are Coming" with Mlle. Bayezette. This is always a knockout, with Lou Clayton and the Western Boy in various inexplicable roles, such as Sonny Boy, and firing toy machine guns dressed in brassieres and cowboy boots.

Thin ensemble number, "Don't Give Me That," Joe Benton singing, while the girls patter on in more vivid silken costumes. No nudes; no bare legs; every girl stockinged to the hips. All the figures wrapped aesthetically in beautiful costumes. The cleanest night club floor show ever produced on the street. And a smash. Utterly disproving the notion of several wise-guy producers who think the revelers must have their entertainment underaged.

Cleo Cullen leads the finale, with "The Americans Are Coming," laughing, singing, hard workers.

March 20, Johnny Irish, Tommy O'Neill and the other owners of the Rendezvous may well be commended for a new, clean and stimulating style of night club entertainment on Broadway that may well betoken the end of insane after-theatre divilment. Al Siegel is a prodigious talent. And Jimmy Durante is still a super-clown.

## Chi Politician's Year on Farm for Bootlegging

Chicago, March 19.  
George Schneider, politician and proprietor of Bubbling Over roadhouse, was fined \$2,000 and sentenced to one year on the state farm at Vandalla for violation of liquor laws. His place has been padlocked.

Indictments have been voted against 114 officials, bootleggers and roadhouse proprietors in McHenry county.

## Padlock and Contempt

Chicago, March 19.  
Chief Pierre, one of this burg's most exclusive night haunts, has been padlocked for a year by Federal Judge Lindley for permitting patrons to bring and drink their own liquor.

After submitting evidence and testing its case, the government returned matter by bringing in additional evidence. This second evidence may result in contempt proceedings.

## PARODY CLUB CLOSED

With the closing of the Parody Club Saturday night, 48th street took its third rap of the season. Silver Slipper padlocking was the first blow, followed by the shutting down of the Florence Club.

Parody harbored an N. Y. floor show of the typical genius, John Hodge, the owner, is said to be re-opening April 4. Nearly a score of gals are out of work due to the summary closing. His fell because of the continuous rain.

## VICTOR'S COAST STAGES

Los Angeles, March 19.  
Victor Talking Machine plans to complete within three months two sound proof stages in Hollywood. Structure will cover plot now owned by company of approximately 20,000 square feet. It will be used for synchronizing and recording as well as for accommodation of outside clients.

Company has procuring and matrix plant here. Elmer R. Ragusa, chief recording engineer for Victor on this coast, will be in charge.

## Moir Urges \$15 Week Against Alimony Plea

Chicago, March 19.  
Suit for alimony by Martha Greif, cafe singer, against Harry Moir, Jr., son of the Morrison hotel owner, met a high hurdle when it was claimed that Moir is on a salary of only \$15 a week as assistant banquet manager in his dad's hostelry.

Asked how he was able to afford an airplane, automobile and other implements of luxury foreign to a \$15 salary, Harry replied that his mother gave them to him.

Judge Steffen withheld consideration of the petition while Miss Greif's attorney attempts to obtain evidence that Harry gets more than \$15.

The youngsters were married three years ago, and separated about a year later.

## Scored Six Folds

Scored six, an indie literary and time keeping service for non-synchronous tailor devices, has closed down.

Not enough exhibitors were interested.



**TAVERN**  
A CHOP HOUSE  
OF EXCEPTIONAL MERIT  
154-S WEST 45TH STREET  
East of Broadway

# GREETINGS FROM MIAMI BEACH!!

The Most Dazzling Array of TALENT, NOVELTY, BEAUTY and GORGEOUS COSTUMES Ever Seen in Vaudeville or a Supper Club

## ANATOLE FELAND And His NIGHT CLUB REVUE

FAMOUS COMPOSER AND PRODUCER  
APPEARING NIGHTLY AT THE  
FLORIDIAN HOTEL, MIAMI BEACH, FLA.

WITH

LE BLANC and DU CHARM

Exceptional Dancing Team

LUCILLE HAYES

Unequaled Tap Dancer

AL JOCKERS

Musical Director

ALLEN STERLING

Silver-Toned Tenor

MEL EDWARDS

A Dancing Demon

GUS the WAITER

THELMA HARRIS

Extraordinary Acrobatic Dancer

BELLE DAVEY

Grace and Personality, and Then Some

PEGGY FAY

Novely Eccentric Dancer

HAZEL SPERLING

Late of Ziegfeld's "Whoopee"

RUTH DE QUINCEY

Delightful Toe Squallier

JOY FINLEY

Sensationl Buck-and-Wing Dancer

## Imitation Is the Sincerest Form of Flattery

Therefore Many Thanks to the Other ORIGINATORS (?) of Night Club Revues  
Keep-an Eye on Me, Boys. Have Other Great Ideas Up My Sleeve for You to COPY

Personal Representative:  
H. HAROLD GUMM, 1540 Broadway

Representatives:  
WM. MORRIS, 1560 Broadway

CHARLES MORRISON, 1560 Broadway





# VARIETY'S CHICAGO OFFICE

HAL HALPERIN in Charge  
Woods Bldg., Suite 604  
Phones: Central 0644-4401

## Palace

There has been a decline in business here the past few days. After a period of heavy patronage that indicated the Worries of Chicago's only two-day week were over.

Numerous reviews are apparent. Most important is that the management never knew who its headliner was until one day before opening and is unable to put over sufficient advance exploitation in the limited time. This is a booking fiasco, in need of correction.

Another is that vaudeville has failed to adopt the modern motto of picture house programs: "All for the show and to never mind the act!" In vaudeville it has been "All for the act and to never mind the show!"

The results in many instances are crying out loud. We have a succession of acts over staying. We hear five and six times the same act.

"Ladies and gentlemen, we thank you for the wonderful time you've received our little offering." Customers forget, and the act forgets.

The Palace here is ready for an edict prohibiting speeches.

It is plain why business dropped off Sunday. The bill had neither of the types of entertainment that brought on the previous billings—picture stars and radio names.

Carmela Ponzoni, an operatic star, is getting top billing.

First half was fast and good. Last songs by Miss Ponzoni, naturally sold despite the fact that the act was up much when Lou Holtz came in with his roundabout way of unrolling a story.

A story, A story, turn was needed to precede Holtz to get his full value.

First and Four Karyes, combination of two comedians, were a riot in their "Platonic" comedy classic. Standard American comic duo, similar to the new ones, Willie West and McEnty English act using the mind-boggling "Grip" construction.

Clarence O'Donnell act, and it's a C.

Chas. Berry and Orval Whitlock.

## When in Chicago Visit These Hits

NEW MATINEES

APOLLO Wednesday and Saturday

On the site of the old Olympia

MAE WEST

IN "DIAMOND LIL"

THE MOPSLAND LILY AND

"LILY IN THE WORLD"

ILLINOIS MATINEE SATURDAY

A. L. Brainerd & Harry J. Powers, Men

ANOTHER ZIEGFELD TRIUMPH

MARILYN MILLER

IN ROSALIE with JACK DONAHUE

AUDITORIUM 4 WEEKS ONLY

Triumphal Return

ZIEGFELD

"RIO RITA"

Breeze and Better Than Ever

A. L. WOODS MATINEE

WED. and SAT.

"The Trial of Mary Dugan"

BY BAYARD VEILLER

7TH SUCCESSFUL MONTH

ERLANGER

The D'Orby Carte Opera Co.

IN THE PALACE and SUBURBAN

THE MILK and WED. MATINEE

WED. and SAT. MATINEE

WED. and SAT. MATINEE

WED. and SAT. MATINEE

WED. and SAT. MATINEE

WED. and SAT. MATINEE

WED. and SAT. MATINEE

WED. and SAT. MATINEE

WED. and SAT. MATINEE

WED. and SAT. MATINEE

WED. and SAT. MATINEE

WED. and SAT. MATINEE

held the pace in fourth spot with gaudy pantomime on the contrast of a tough prizefighter with a soft, giggling pianist. Carl Freed and his orchestra closed the bill.

Slower last night was closed by Joan Aronson and her orchestra, with Lou Holtz staying on after his rest-to-drooping period to assist.

Boys empty for a chance to sing.

State-Lake

Back in 1919 the State-Lake celebrated its advent as a mighty vaudeville stronghold. Many things have happened since. Picture houses swarming all over began to take toll.

The State-Lake is celebrating its 10th anniversary this week by relegating its vaude to the back.

ing up a great showing. Wednesday night they were holding 'em

Bill Diamond had eight showing

usual alignment. As a whole there

Out of the eight turns five were

stage boys considerably.

Lyde 'Trio were first of the

Dancing couple were average in ability,

didn't look so bright on the next

stage boys. Kids are amateurishly

trained, still using such numbers as

others indicated.

The cities under Correspondence in this issue of Variety are as follows and on pages:

BALTIMORE 79 MINNEAPOLIS 77

BROOKLYN 79 MONTREAL 79

BUFFALO 79 PITTSBURGH 79

CHICAGO 76 PORTLAND, ME. 79

CINCINNATI 76 PROVIDENCE 79

CLEVELAND 77 ST. LOUIS 76

DALLAS 79 SYRACUSE 79

DETROIT 78 TOLEDO 78

KANSAS 78 WASHINGTON 78

LOS ANGELES 78

ground and introducing RCA Photo-

phone with sound and talking pic-

ture and singing. The act was

everything else.

Goodies was made in eight

days with work going on night and

day up to Sunday morning, when

"Godlike" (Clay) was the first

night in the house. Trouble with

the apparatus was not a problem

until before, when one of the mot-

tor's went haywire and it was nec-

essary to operate with a cast on

Ray. Imperfection in the sound was

now in its right atmosphere and

The total quality and volume in the

act was not a problem

until before, when one of the mot-

tor's went haywire and it was nec-

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now in its right atmosphere and

The total quality and volume in the

adelphia, tomorrow at the Chicago Beach hotel.

He is married a divorcee from

Miss Carol two months ago on

grounds of desertion.

Ludo, star Jai Alai player, who

elopes on the side, is appearing at

the Uptown this week only as added

attraction.

Earl "Red" Saunders was in town

last week looking over the Public

houses here. He also made a tour

of Public houses west of Chicago

before going back to New York.

Note for p. a.s.: A. L. Burke of

United Artists crashed the dailies

with 24 stories in the seven

preceding opening of "Iron Mask."

"Annual benefit of the Actors' Fund

will be given Friday afternoon, March

22, at the Madison.

A new 1,600-seater will be erected

on the site of the Bell theatre, grind

house, owned by Elmer Benson, who

operates the Bell, Liberty and Arts

all neighborhood houses, is build-

ing.

"Broadway Melody" opens at Mc-

Vickers March 30. "My Man

Booked for the Roosevelt April 10.

Leater Stepper, formerly with the

Bow Knigh and Guy Perkins

is now associate in the theatre

Thos. Churchill agency.

Chateau theatre has been wired

with Vita.

Amusement Service, Corp. is

offering office in Dallas, Texas.

Art With, president, is there now

discussing new associate in the south

for several months.

Scheduled Easter week booking of

"Fallen Leaves" for Chicago is off.

United Artists' jumped into the

lead in the fight of banners on Ran-

dom March 30. "My Man

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# AGER, YELLEN & BORNSTEIN

MUSIC PUBLISHERS

What A Song!  
What A Hit!

## GLAD RAG DOLL

By Jack Yellen, Don Dougherty  
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## SACE CATH EBUTATE

### Film Biz Plans Backing of Musical Producers for Securance of Rights

Picture biz is putting its finger into everybody's pie. It is now proceeding with the plan to back musical comedy producers as the cheapest form of investment for the eventual screen success of the comedians and Vitaphone versions of these musicals. Almost every big picture producer is now approaching independent and established musical comedy impresarios with offers of ready backing and a free hit in return for the screen rights to the shows.

It's a cash gamble. If one in three clicks, it's a break for the picture producer. Meantime, he has the call on song and number rights from the weak artists for whatever use either in full length or condensed form, that he may choose. One reported instance, in process of consummation, is Warners backing Vincent Youmans. It was W.B. which paid \$40,000 for the flop "Rainbow," that Youmans composed but which Philip Goodman produced. Youmans is also a producer, with "Hit the Deck" to his credit, and Warners fears are anxious to guarantee the producer-composer.

#### Legit Parallel

This parallels the well-known tie-up currently between Paramount and the Frohman-Gilbert Miller office for all plays. Fox some seasons ago backed John Cromwell, Inc. also Al Lewis and John Golden in a number of individual plays, with the idea of bidding first for the screen rights.

This is what the Authors' League and the Dramatists' Guild into some excitement, stating the author didn't stand an equitable break through the producer selling him out cheaply to some exclusive screen producer, instead of holding his manuscript for open market bidding to the highest purchaser.

Same situation would arise with the musicals excepting that, as in the former case, they must themselves through the producer, as authors or contract writers. In addition, Warners has its own staff of tunesmiths and wordsmiths at command through the Witmark music publishing alliance.

### Reformers Hire Boys As Vice Den Sleuths

Minneapolis, March 26. Law Enforcement Association, a local reform organization financed by church leaders here, has been employing University of Minnesota students under 21 as investigators to obtain evidence against disorderly houses, night clubs and gambling resorts.

This was revealed during the trial in district court of Ben Wilson, proprietor of the Oriental Cafe, a night club here heavily patronized by whites and raided by the police as a disorderly house. Student investigators testified regarding liquor drinking and "extremely suggestive dancing" by young colored women performers in the cafe.

### Swings a Mean Tray

Detroit, March 26. A cigarette girl who doubles in the show of a local cafe, doing one number a night, has been averaging about \$150 a week for herself just in tips. She maintains a high priced car and chauffeur and is living at the best hotel in town.

### Sets and Talent From Screen Musicals for Stage

Los Angeles, March 26. Warners have a unique idea in connection with their two musical comedies now in production, "On With the Show" and "Rainbow." Idea is to use sets and talent from these two pictures to frame stage versions to be presented at \$5.50 top in Los Angeles theatres. "Rainbow" was done in New York by Philip Goodman. "On With the Show" is to be presented at \$5.50 top in Los Angeles theatres.

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On Grand Opera Scale. Tito Schipa, the operatic star, has composed an original opera for himself which Domenico Savino is scoring at present. It will see its world premiere in Milan by the local opera company.

Schipa is now in Hollywood supervising the completion of a new \$100,000 home in Beverly Hills which will be the scene of a gigantic housewarming on a marathon of visits by musical comedy celebrities. They will be brought west from New York and other points to the Schipa home, with all expenses to and fro defrayed by the opera star who goes after things in a big way that way.

### Chi Goes for Crime Radio as Pastime

Chicago, March 26. Use of the WGN broadcasting facilities for immediate communication with members by the police department has proven so successful Police Commissioner Russell is asking the city board to finance a civic broadcasting station for that purpose. Immediately following a crime the regular WGN program is cut into for an announcement to various touring squad cars, all of which have sets tuned permanently to that station. Novelty of the broadcast has so interested members there have been no complaints against the out-station. Station is even advertised in the police cells as a special entertainment feature.

### HIRE PERSONAL PUBLICITY MEN

Endorsing Anything and Everything for Mention and Coin—Fret Over Matrons Getting First Call From Advertisers—Nite Club Openings Worth \$500—Cliques Battling Each Other—Working All Angles

### UNDERSELLING ELDERS

Debutantes in New York are well into the habit of paying high salaries to press agents for personal glorification. The girls are grabbing at the chance to endorse anything and after all sorts of means to obtain publicity. As the bulk of the endorsing racket has been more or less lowered by society matrons, the debutantes who feel that publicity is more essential to them than to their older sisters are wandering afar in order to get mention.

Agents for advertising companies are frequently approached by debutantes, or by their press representatives, with offers to endorse at a reduced rate, in the hope of getting some of the business away from the married set. However, the advertising firms apparently have a penchant for the matrons, particularly those who have acquired high priced married names.

Debuties are also always ready to pick up a little easy coin. Advertisements showing So-and-so on Park Avenue wearing never-pinched shoes, which looks like such a nice, accidental little occurrence, pay \$200 to each debutante. Another sort of the debuties which pays good money, besides giving publicity, is to get a job as chairman of the debutante ball whenever a new nite club which wants to cater to a society crowd is opened.

Grade B Debs About \$500 is the usual pay for a chairman who appoints the rest of the board. Entire crew then get lousy and telephone their friends, asking them to patronize the club. It's a strange fact that the debuties who go in for the nite club jobs also have a job which excludes other debuties from competition.

There is what is known as the pin mill crowd, which goes in for servative circles are kept out. It may be their own inclination, as a good many on nite club boards are looked upon as grade B debs. The clarity of the affair, which was formerly the main outlet for the debuties craving for publicity, is now crowd looked down upon and ignored by the youngsters who are looking for individual and immediate mention with remuneration to boot.

### Chinese Tong System Explains Cafes' Success; Waiters as "Partners"

#### Atmosphere Billings

Dean Bros. dance team, laying off for months around New York, finally secured a date, three-a-day "showing" date, but a date, nevertheless. They were told to write their own billing. They did: "From Hunger."

### Revue Between Halves Of Arena Basket Ball

A vaude revue presented between halves of basketball games in the old Army at 68th and Broadway is a new sports wrinkle. Irving Verschleiser, who with his brother Dave, is transforming the old armory into a sports stadium, is the originator of the floor revue show game to snivel the professional slang. The New York Celtics have been acquired by Verschleiser as the armory's permanent basketball club.

The reorganized Celtics engaged the star colored Renaissance Five in their first armory contest April 1, at which time the vaude revue is expected to make its debut.

Bids was made for a night club act, available for vaude bookings.

### Benefit for Families of Waiters Bound for Atlanta

Broadway clubs invaded the New Privilege club and gave a breakfast benefit for the wives and families of a dozen Privilege waiters Atlanta bound for violation of the Volstead act. Feed was \$7 a plate. Everybody chipped in, and entertained. Exact figures unavailable, but a conservative estimate of the intake is \$2,500.

### Offer Rejected

Portland, Me., March 26. Leaders of the Ku Klux Klan in this vicinity endeavoring to secure a place for Ben. Hoffin to speak on Good Friday, applied for and offered \$1,000 for the use of the Jefferson theatre. Property is owned by the Roman Catholic bishop of Portland. Hoffin will not speak at the Jeff.

### HOTELS POOL BIDS

New York hotels with swimming pools are becoming more numerous. Competition for bathers, accordingly, is getting keener. Queen move is being made by a northern Times Square hotel which is arranging to throw in coffee and cake for every wet bathing suit.

Unique organization of the Chinese places and the systematic cooperation that they give one another practically insure the yellow peril places from failure. Almost all of the Chinese places in New York are the property of either the On Long or the Tin Sing Tong and all are operated by stock formation. Secretary who handles the business affairs of each Tong puts a man in as proprietor who may or may not own part of the stock of the restaurant, but the place bears his name. Chances are that every Chinese laundryman in New York owns a couple of shares in the place.

Occasionally the Tongs open places in opposition to each other, but this does not happen often as all is peaceable between the Tongs at present and it is the wish of the Tongs to remain so. Number of the Chinamen employed in these places do not belong in the country and any trouble within the Tongs causes outside interference and investigation. Tongs have a lien on the services of a number of the Chinese employees and often part of their wages have to be put into the business. Practically all of the Chinese laundries in New York are owned and run by the Tongs in the same fashion as are the restaurants with representatives put into each place.

Chinese are honest and their credit is good. All of the supplies for the restaurants are grown in their own truck gardens on Long Island. Entire close and personal organization of the Chinese enterprises keeps outsiders from buying them out and are the restaurants with cutties do bait one of their restaurants the system prevents disastrous failures. Chinese places run as individual enterprises seldom, if ever, prosper.

### Stage Bands Holler

#### Pit Man Is Too Good

Handicapped by being too good is the musical talent of Phil Schaefer and his pit orchestra-entertainers being shifted from the RKO Riverside into another house. The induction of the straight vaudeville policy next Saturday in the reason for Phil's cutting there Saturday after being a strong draw since the start of the season.

Phil's band has complained that Fabelli's entracte specialties and overture have made it too tough for him in another house. Instead, Milton Schwartzwald, the RKO general musical director, will be putting them there Saturday after being the neighboring 81st Street.

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# Sapene Utters Downright Boycott Threat Against American Trade Unless French Films Are Shown

Paris, March 26. Unless American film distributors buy foreign made pictures and show them in the States, the entire European industry will band together to exclude American product.

This is the substance of the declaration made to Variety's correspondent by Jean Sapene, the Will Hays of France. He freely admits that all European picture producers of any importance are linked themselves to promote their business at the expense of the American.

Sapene expressed the idea that the present trouble is attributable (Continued on page 60)

## Charles Pathé Back in Pictures on Big Scale

Paris, March 26. Charles Pathé, once a looming power in world film affairs, is in his way to a comeback in pictures on a big scale.

He has all but completed a deal with Fourrier whereby he takes over the string of theatres operated by that interest and amounting to 25.

That is reported but the beginning. In addition he proposes to produce and distribute his own output field and appears to be working on the American three-cornered producer-chain operating plan, which is reported in the market to acquire as many theatres as are available.

## Warners' W. E. Franchise For Equipment Use Abroad

Armed with the first franchises granted American producers to use Western Electric equipment in Europe and England, H. M. Warner and George Quigley, head of Vitaphone, left last week for Europe.

Sudden concentration of Warners on foreign soil is attributed to an eye on the quota problem, the amalgamation of foreign talker equipment and producing groups in other branches are said to play an important part.

With the granting of the additional franchises, although two are already understood to have been given British producers by J. G. Otis, Electrical Research Products' chief during his European visit, it is understood difference between Warners and W. E. have been washed up. These materialized over a year ago when arbitration proceedings were instituted to satisfy charges of "improper dealing" brought by Warners against Western. These had to do with price and output of equipment handicapping the Warners.

## Inquisitive on Sound

Paris, March 26. Diamond Berger, important French exhibitor and a former two producer, is sailing for New York this week with the purpose of looking into the talker situation at first hand.

## SCALES JOINING FOX

London, March 26. Thomas Scales, chief cameraman and assistant editor with Pathe news here, will join the Fox sound news team in New York.

Scales has been with Pathe for about 17 years.

## MAKING "RITTY" TALK

Worldwide is reshooting part of the "International City" story in the RCA studio, New York.

Estelle Brody and Robert Stewart are working with several technicians, to give the picture the dialog edge necessary for American looking.

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## Germany Looks to Dialog Films as Industry's Hope

Berlin, March 26. Germans depressed by the failure of the German industry to hold its own against foreign, and particularly American and in some cases Russian competition, are beginning to look upon the advent of dialog pictures as the salvation of the home industry.

Nobody but Germans, they feel, can ever make dialog pictures in their own language. Hence, the general assumption that talkers will revive film production here by eliminating foreign competition in German-speaking territory.

Pfaff, to list a single German picture among the 18 picture exports of 1928, in many summaries and with two or three Russian picture exports included had a melancholy effect upon many Germans. Tempo, an evening paper, concedes that the quality of German product had slumped and that the American ratings were justified.

## 12% More Theatres

Berlin, March 26. Although the German exhibitors are continually complaining about business, last week's distribution houses opened their doors. There are now 6,013 houses in Germany. The theatres have at their disposal 1,874,618 seats which is 185,038 more than last year. The number of seats in the theatres has increased 10 percent, the number of theatres, 12 percent.

## "Ark's" Press Reaction

London, March 26. "Noah's Ark" opening at the Piccadilly here, was acclaimed by the press as the biggest film made yet produced, but caused varying criticism in regard to its story. All agree, however, the production was very moving.

## HALE'S FILM HOUSE

Paris, March 26. Jacques Hale has acquired by purchase the Ducrot (controlling) interest in the Olympia theatre located in the heart of the theatre quarter.

He will entirely redecorate and rearrange the house and then have a straight picture policy.

## GILDA'S PROLOG

Special talking picture to be made by Gilda Gray for "Piccadilly" by the British International picture.

Feature will be sounded at the RCA Photophone sound on 24th street.

## OLYMPIA VAUDE ENDS

Paris, March 26. Olympia vaudeville is ending the last of May, the house being converted into a deluxe picture establishment.

## South American Talker

Los Angeles, March 26. Julio De Moraes, of Brazil, co-husband of Lila Fox, screen actress, is making "Progress and Justice" in three acts at Zea-Art.

It's a tale of South America and may have dialog in Spanish and Portuguese.

## Articals' Foreign Deal

Articals Pictures Corp. has made a deal with the German company whereby the latter concern will distribute Articals product throughout the Continent.

Arrangement includes the purchase of approximately 140 subjects.



**GEORGIE WOOD**  
17 Tring Avenue, Ealing, London, W. 5, England.

That feeling of wanting to see New York is getting worse. Something will have to be done successfully to my own road show, "Babes in Hollywood," but money isn't everything, and Harry Lupino wants to see me, and I want to see him. Oh, I must come over this fall!

## Mussolini's Titles

Washington, March 26. Mussolini has turned, it is writer.

This along with his many cabinet offices, etc.

During the signing of the treaty between the Italian Government and the Vatican at the Lateran Palace, George Ciano advised the Department of Commerce, the Italian motion pictures. Film was submitted to Mussolini for approval.

He liked it so well, says Ciano, that he sat down and wrote the titles himself.

## P. C. T. ISSUE DISAPPOINTS

Public Only Takes 24% of \$450,000—Other Issues Delayed As Result of Poor Marketing

London, March 26. A \$450,000 debenture bond issue made by Provincial Cinematograph Theatres last week fell down with the public only taking 24 per cent, leaving the Others and other underwriters with the remaining 76 per cent.

## Moulin Rouge Vaude

Paris, March 26. Abye Lyman scored an enormous success March 22 opening the night of vaudeville between reviews at the Moulin Rouge.

Dorothy McHugh, dancer formerly with "Good News" was also well received. Others were Little Nellie Dillon, Frank's Mule and Charpin singer.

Lyman is doubling out of the Peroguet.

## "PERRY" OPENS APRIL 10

London, March 26. Contrary to local dailies, C. B. Cochran's version of "Perry" goes to His Majesty's April 10.

Cochran has just leased the house from the Daniel Mayer Company.

## JIM BARTON'S POSTPONEMENT

London, March 26. Jim Barton's appearance at the Kit Kat restaurant has been postponed until next September due to the return there of Abye Lyman and his outfit.

## ALL THEATRES CLOSED

Paris, March 26. All theatres in France are closed today (Tuesday) in honor of Marshal Foch.

Funerals is dominating the city.

DeHaven and Nice in Show.

## DeHaven and Nice in Show

London, March 26. DeHaven and Nice have joined "Charivaria," the new Melville Gideon show which is now touring the provinces.

No date set on the West End opening.

# German Regulations For Issuing of 50 Picture Export Premium Permits

## Franco-German Scenario Dept. as Production Aid

Washington, March 26. That France really hopes to get productions into the U. S. is evidenced in an official report on the move being made to develop scenario writers among the French.

Shortage of suitable story material is pronounced as "acute" in the report with the policy of maintaining contract writers dispensed with because of their non-productivity.

It is to get Germans to join with the French industry and appropriate for a joint scenario. The French and German movie producing organizations will be asked to join and be tax-exempt in expense of operating the new idea.

## Checkoff Series

Berlin, March 26. To celebrate the 25th anniversary of the death of Anton Chekhov, the famous Russian author, the Russian government, through Sovkino, its principal producing unit, will create "A Film Almanach."

This will consist of a series of Chekhov's short stories to be filmed, each by a different director and cast; and released together in 10-reels.

## Paris Cinema Bills

Paris, March 26. Following are the current bills at Paris picture houses.

Madeline—"Dancing Daughters," and stage show.

Verdun—"Verdun" continued.

Shanghai Bound—"Shanghai Bound," also "Crowning Melodrama" in sound, Helen Wehrle features stage show.

## 24 FOR BRITISH QUOTA

Los Angeles, March 26. Inter-American Film Productions, headed by Owen Parlane, and Al Davis, will make 12 features and 12 short comedies under the British quota. Distribution will be by Gaumont.

Davis will direct features and J. J. Richards, the comedian, first feature will be "White Hall."

## ABROAD FOR NEWBELL

Paris, March 26. Charles Chalmers is due here from New York next week to act as general editor of the "Moviephone" news reel for all Europe. He was assistant editor in the New York "Yale."

It is understood here that Fox now has 11 sound wagons, covering this area, which doesn't include the two in the Far East.

## TOURNEUR'S RUSSIAN FILMS

London, March 26. Maurice Tourneur arrived here this week with a plan to make British films in conjunction with Russia.

Serge Ermoloff is interested with Tourneur in the promotion.

## SAILINGS

April 10 (New York to London) Julius Murray (Leviathan).

March 29 (New York to Paris) Jules Murray (Leviathan).

March 29 (New York to London) Mrs. Arch Selwyn (de France).

March 29 (London to New York) Bayard Veller (Olympie).

March 25 (New York to London) Mark Connelly (Ward Morehouse).

John York, Gladys York and "Perry" cast (65) (Columbus).

March 26 (New York to London) Ward Morehouse, Mark Barron, Rene and Jim Dunlop to Glasgow.

March 26 (New York to Italy), Tati Baffa (August).

March 21 (New York to England) Channing Pollock, wife and son (New York).

March 20 (New York to England) Corinne Griffith and Walker Morris (Leviathan).

April 20 (New York to London) Eddie May and Garry (Leviathan).

Berlin, March 17. Regulations for the distribution of export premium permits, issued out officially by the German Government read as follows:

Under the provisions of the decree of Dec. 11, 1928, governing the report of exported motion picture films, 50 of the 210 permits to be given out during the film year 1929-30 were retained by the Federal Commission for Import and Export Permits to be distributed among German firms showing that they have sold German films abroad. After consultation with the industry, the following regulations govern the distribution of import and export premium permits as announced.

By "film export" is meant the sale of foreign exhibition rights in foreign countries.

The export of a film is regarded as completed when the agreed sales price has been paid in full, in whole part, and the film given adequate public showing in the foreign purchaser's country.

Permits can be applied for only for export of German films, that is, films of German origin, even in Germany (censored) after Jan. 1, 1925.

The export of these permits is governed by the amounts that were actually received in Germany, from the sale of the foreign exhibition rights.

Distribution of these permits takes place as follows:

The first firm to be granted permits in the proportion 10, in which its receipts from foreign countries completed by the German receipts are less than 1/50th of the total German receipts can obtain permits will be decided later, after an examination of the applications.

Only those firms located and registered in Germany and authorized (Continued on page 60)

## W. E. Will Have British School on Installation

Western Electric is spreading its foreign representation in foreign countries to the public and sending J. L. Hurst to England.

Hurst, one of its specialists on installation, will be in charge of the school for W. E. men here, will immediately inaugurate similar classes for British electricians. He will teach this week.

With Hurst about to go John Dunlop, chief engineer and supervisor at Atlanta, and J. L. Quigley, in a similar post in Cincinnati.

Presiding over installations in Panama and Cuba is G. W. Wilkins, son's assignment. The Strand, Colon, will be wired under his supervision.

The new cable cable in the entire Panama area for theatre prospects.

Anford and J. W. Watson left at the same time for Argentina, where they will assist in the W. E. Brazilian company while Watson will head the installation and service departments.

## German Quality Producer Switches to Talker

Berlin, March 26. Erich Pommer's big production "The release of the movie, the next season will be in sound, with the silent ignored entirely.

Important to the move comes from Pommer's position in the German industry. He is a leading member of the "German Film League" the slogan "censor of the program" his output, particularly as applied to a selected half dozen special annuals.

## M. E. Sullivan Joins Franco

M. E. Sullivan, formerly managing director of the Little Caracul Playhouse, has been named as American representative for the Franco Film Company.

## Opera Revival

Paris, March 26. Lucie Loryze, is receiving Offenbach's "Les Contes de Hoffmann" (Leviathan).

Marion and Merville Berthou are featured.

# PARIS REVIVES "THE CAPTIVE"

Among a number of spring revivals, most interesting to Americans is the return at the Peninsula of "La Prisonnière," which under the title of "The Captive" was suppressed in New York. Revival opened March 23 (Thursday).

Two new productions rated indifferently. At the Sarah Bernhardt, Isola Brothers staged "Tristana et Isola," operetta, book by Joseph Bédier and music by Louis Armand. Work is in three acts and nine tableaux and follows, the old legend used by Wagner. Cost has Andre Brule and Madeleine Lely, not very convincing in roles which call for youth.

The Associated Comedians' Society oddly enough picks this time to present at the Folies Dramatiques Joseph Lorrain's poetical drama of the same title and material. This second presentation turned out superior to the more imposing first.

**New at Anthence**  
"L'Amant ou l'Homme" ("A Man was Missing") old fairy tale at the Anthence. It is a comedy by Felix Dandane. Why they removed the former tenant "Romance" is a puzzle. As long as it is a puzzle, New plays has to do with the daughter of a ruined Russian prince who made scandalous clothes and obtained a position as chauffeur for a gay and wealthy young lion after various adventures.  
Rosenberg who produces the piece, also plays the role of an unscrupulous prince who runs a cabaret; Bernard plays the iron master, M. Sime. Thrilling is the masquerading princess.  
Another revival is the perennial "Mons. Sime Gene" at the Porte St. Martin. And still another is Guitry's "Maurice."

## London Warm Up

**London, March 26.**  
Weather is sunny and warm. After this week everybody who is anybody will be on the Continent or in the country holidays.  
Show business necessarily affected.

**Paris, March 26.**  
Beautiful weather continues, with temperatures in the 60s.  
Spring without rain is a treat to the natives, and the result of June here in March creates a gay spirit.

**Washington, March 26.**  
Weather Bureau furnishes Variety the following outlook for week starting Wednesday, March 27:  
East of the Mississippi, fair Wednesday, some probability of showers Thursday or Friday. Generally fair Saturday and probably Sunday. Warmer Wednesday and Thursday, cooler Friday, and warmer again by Sunday.

## High Cost of Comfort

**Paris, March 26.**  
Condemned by default, Maud Loty, French comedienne, has been billed with \$5,000 fine, although she paid and \$500 fine, damages for the local courts for breach of contract. During the recent cold spell Maud went to the Riviera for a joy ride instead of turning up at the Moulin de la Chanson, a small local cabaret, where she usually performs. The management thereupon sued for damages and won the case when the popular actress failed to appear. In Court in person or by proxy. The Court was cleverly represented by a female barrister.

## MOULIN ROUGE ACTS

**Paris, March 26.**  
Emile Pélissier, has been seen with Johnny Walker, in the feature curtain at the Moulin Rouge. Louis Fontenille presents the piece.  
House also has Nina Payne and Florence and Gribb booked opening April 4.

## FOR NEW PALACE REVUE

**Paris, March 26.**  
Ann Freshman has been signed for the new Palace revue to be called "Paris-Madride" in which Raquel Meller will star.  
Last performances of the present revue are announced.

# "Love Lies" Looks Better Than "5 O'Clock Girl"

**London, March 26.**  
Two musical openings have just week of which "Love Lies" appears to have a better chance than "Five O'Clock Girl."  
American piece is at the Hippodrome where it was generally regarded by the press as the best yet. With Ernest Truax and Jean Colin registering individually. Some of the noisier was directed at the London season. Sending Barron to London is taken as a precaution by the London season, when and if it materializes.

## Two Club Openings

**London, March 26.**  
Café de Paris is being once again renovated at the cost of £10,000 and will reopen April 15 under the sole management of Henry Cluck. Opening attraction will be Bob and Muriel Johnson (Americans) who are touring in the "Victor in Paris."  
Andre Charlot's cabaret at the Hotel Splendide, was making its debut April 3 with Miss Charles (American) as the premier inducement.

## Hotel Syndicate Takes Prince's—Old Regime Out

**London, March 26.**  
A big hotel syndicate headed by Clement de Rich, formerly manager of the Savoy and Berkeley hotels, has taken over the management of the Prince's hotel and restaurant.  
Considerable money will be spent in reconstruction, with the entertainment policy of the new management is yet undefined. Former heads, including Capt. Pennington and Whitworth, are definitely out. Whittaker's band and ice dances.

## Berlin Opera Head Out

**Berlin, March 26.**  
Bruno Walter, art director and leading conductor of the Berlin Municipal Opera, is leaving his directorship. He will remain as guest conductor.  
Walter proposed changes in conduct of the civic institution so that general directorship of all three Berlin opera houses would be under control in conjunction with Tietzen. When this was refused he resigned. He is leaving the opera house. Reason for declining Walter's plan was its conflict with existing contracts with Conductors Klemperer and Kleiber.

## Retirement Wages

**London, March 26.**  
June, who recently appeared in New York in Hammerstein's ill-fated "Folly," married Lord Inverchapel last Thursday (March 21) and played his last Thursday (March 21) and played his last Thursday (March 21) and played his last Thursday (March 21).

A large West End wage has been made that the musical comedy girl returns to the stage in a few months from the date of the wedding.

## "Glory" Hit in Berlin

**Berlin, March 26.**  
"What Price Glory" has been found itself unmistakably at its premiere in the Koenigsberger theatre here. Skilful adaptation by Franz Zuckmayer, a leading German dramatist, helped to this end. Much of Stallings' rowdy language has been removed. Plethora has provided a modernistic staging which heightens the effect.

## ETHEL FORDE WEDS JOCKEY

**London, March 26.**  
Ethel Forde, of the Forde Sisters, has become the wife of Steve Donoghue, English jockey, who is who won the Derby three successive years.

Wedding occurred in Lancashire March 17. Miss Forde giving her name as Finn with the newspapers finally unscrambled the identity of the bride, saying she was the daughter of a hotelier.

## PALLADIUM BOOKINGS

**London, March 26.**  
Imminent bookings for the Palladium (vaudeville) include Eddie Lambert and George Dewhurst in which, week of April 1: Avon Comedy Four, April 8, and Eddie Moran and Band April 29.



## WILL MAHONEY

The Dayton "Journal" said: "Any man that boasts of Will Mahoney as his star is sure to be a winner, for, without a doubt, he is the most successful and lavishly entertained. Audiences forget they are in the theatre and how to enjoy unreserved laughter at him."

## RALPH FARNHAM

1550 Broadway

## British Pit Men

A story comes back from England giving an idea of the British vaudeville house orchestra.  
The band was at the Palladium, London, and upon reaching entrance asked for request numbers. Immediately shouts were for "Rhapsody in Blue" Lyman's reply was to stop the orchestra and say "It would be silly for me to play that number for you. You heard your own orchestra play it last week, and we cannot play it or better that effort."  
Palladium is using 21 men in the pit.

## Royalty for Maybelle Gilman, Paris Hears

**Paris, March 26.**  
Paris Journals relay advice from Madrid that Maybelle Gilman, American musical comedy star, who married and divorced Maybelle Ellis Core, Pittsburgh steel mill millionaire, was married May 9 to the Duke of Bourbon, Orleans, cousin of the king of Spain.  
Nuptials would be the culmination of a romance that has been the subject of Continental gossip for 20 years. The former Miss Gilman is in Paris preparing to enter the Catholic church, a necessary preliminary to entrance into Spanish court circles.

## Paris Turns a Penny

**Paris, March 26.**  
With characteristic French thrift Paris shopkeepers and restaurateurs turned the public demonstration of Foch's funeral to profit.  
Paris was crowded. Shops and hotels did a land-office business. Film houses raised scales as high as \$120, and often sold seats twice when first purchasers couldn't reach seats through the press of people.  
Even boats on the river charged \$150 fares, which entitled passengers to two peeks at the funeral procession as it crossed the two bridges.

## Cancel Ingenues

**London, March 26.**  
Palladium (vaudeville) will not play The Ingenues, girl band.  
Ed Shurman, manager of the female quartet, informed that after four weeks' engagement and transportation.

## Guitry's Revival

**Paris, March 26.**  
Theatre Edouard Seventh has in revival Sacha Guitry's "Marcelite" with "Sacha" and his wife, Yvonne Printemps, playing the principal roles.

## "Mayor" Withdrawn

**London, March 26.**  
Adelaide Philpotts' comedy, "The Mayor," closed at the Royalty March 22 after a fortnight's run.

## GUILD IN LONDON?

Deal Not Closed Yet—Mark Barron Barring Just in Case

Mark Barron, in the press department of the Theatre Guild, allied for London on the Columbus Bourn night to take care of public relations for the Guild's London engagement this summer, when and if it materializes.

Despite reports printed by several papers that the Guild would deny the London for a summer engagement, the thing has not been closed yet and until it is the Guild refuses to say it will have a London season. Sending Barron to London is taken as a precaution by the London season, when and if it materializes.

## V. A. F. Worries Over Acts 4 Shows in Film Houses

**London, March 26.**  
Vaudeville Artists' Federation has resigned on Feb. 11 over last year's four shows daily in the picture houses. A general meeting has been called for certain features of London's life.

It is doubtful if the organization is strong enough to command a remedy.

## Aliens Deported in London Club Crusade

**London, March 26.**  
Fourteen Italians have been deported and 20 more have left voluntarily owing to pressure from the authorities engaged in a crusade against certain features of London's life.

Most of the departing aliens were engaged in the catering end of London life clubs.

## "Motive" Morbid

**Berlin, March 26.**  
"The Motive," by Leonard Frank, new at the Kammerspiele theatre, proves a halting and argumentative play, a prescription against capital punishment.

A neurotic radical strangles his teacher, who poisoned his youth with the bitterness of class hatred. He is beheld for the crime. Play promises a moderate success, due more to its admirable acting than to its merit as a play.

## Tax Reduction?

**London, March 26.**  
Looks like amusement industry here to get a little of the last burden lifted.  
Chancellor Churchill is expected to make propositions amounting to \$250,000 in gross tax reductions against theatres.

## Spring Crop

**London, March 26.**  
First crop of spring shows commences with Cochran's New Revue at the Pavillion March 27. "New Moon" comes into the Drury Lane. Melville, Glendon, Dave Burnaby and other producers are preparing eye and ear stuff for the warm months.

## Ted Sandwina Set Down

**London, March 26.**  
Ted Sandwina who was disquieted for fouling Phil Scott about a month ago, has repeated and is now in the London suspension by order of the British Boxing Board of Control.

New offense occurred March 21, when Sandwina fouled Charlie Smith and was disqualified.

## More French Promotion

**Paris, March 26.**  
Marcel Knecht, secretary of the Paris Daily Mail, allied for New York March 26 on a mission to promote American co-operation for the French Colonial exhibition to be held in 1931.  
He will organize a press bureau in New York and direct propaganda from there.

Mawruss and Abs in Berlin

**Berlin, March 26.**  
"Potash-and-Permuter-Detectives," new at the Kuenster theatre, is considered weak in comparison with the earlier adventures of the Montagu Gals characters.  
Kittling and Greetz again deliver competent performances in the title roles. Looks like limited engagement.

# Berlin Vaude Managers Out-Smart Exhibs

**Berlin, March 26.**  
Although protests have been turned in to take care of the country, the government has refused to reduce the tremendously high tax on the theatres which still remain at 15 per cent. This has enraged the industry all the more, as it is now known that the leading Berlin vaudeville houses, Scala, Wintergarten and Plaza, have had their taxes reduced to eight per cent.

On top of this the Plaza, the newly opened popular picture house in the north of Berlin, is now able to reduce its lowest price scale to 50 pennings (twelve and a half cents), while the little film houses in the neighborhood have to ask 90 pennings to mark competition during plenty.

Over 15 of the large picture houses are members of the vaudeville managers' association and their first move will undoubtedly be to reduce their own tax rate. For it is clear that the association has not been working for their interests, as the fact that this tax reduction was kept secret proves. It should now be difficult for the industry to maintain its upstage attitude of refusal.

## Monday Openings

**London, March 26.**  
Monday's (yesterday) vaude openings included Burns and Allen at the Palladium. Nighty cross-fire team unloaded the finest chatter in the city on the patrons and cleaned up.

Renk's eccentric style held her get over at Coliseum, while Eddie Hunter and Johnny Nitz at the Royal Hotel, teamed up with "Blackbirds."  
Jean Berry and Dave Fitzgibbon, the new duo at the Regent, have been signed for two additional weeks.

## "Front Page" Too Strong For the British Censor

**London, March 26.**  
Robert Lorraine is selling the Olympic tomorrow (Wed.) to see a performance in New York of "The Front Page" upon which he has an option for London.  
It is doubtful if the censor would let it, as it is understood he turned it down some months ago.

## AUSTIN RUDD DIES

**London, March 26.**  
Austin Rudd, one of the most popular music hall comedians, died in London Sunday. He was 60 years old.

## Kaiser's Kin as Feature

**Paris, March 26.**  
The management of the new Little Theatre called the Broadway, is trying to woo Alexander Zoloff, youthful husband of Kaiser Wilhelm's sister, the Princess Victoria.

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# The Tiller Dancing Schools of America, Inc.

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MART BRAD, President  
Time at Theatres  
New York News Service



# See Passing of Music Tax Collecting Agent as Film Trade Builds Own Library

Ultimate disintegration of the American Society of Composers, Authors and Publishers, or any other music royalty or tax collecting agency, has been seen in the picture business and the picture industry's increasingly intimate affiliation with the music publishers. There is every prospect that, ultimately, the picture people will have enough musical copyrights among them to make them totally independent of any group of songwriters, music publishers or other copyright owners or licensees.

It is obvious that with the picture producers and their partners or financial backers as music publishers, it will be to their advantage to grant performing rights gratis to any exhibitor or for their own motion picture, phonograph or vitaphone production purposes.

## Tax-Free Library

It is somewhat of a trade secret, but an obvious possibility in the picture industry, that ultimately the picture companies will have collected a sufficient number of their own songs to build up a sizeable catalog of tax-free music.

While the present contract between the American Society and the Picture Research Society (known as ERPI, for short), is dependent upon licensing contracts with picture houses exhibiting the songs in any other way around. An exhibitor need not be licensed to show sound songs providing the picture is free of any copyrighted music controlled by the American Society.

Therefore, should they create their pictures free of any copyrights but Paramount's "A Shipwrecked Angel," where it started originally.

**Fox's Many Angles**

Similarly, Fox has a working arrangement with Edward G. Henderson, Inc., and Metro-Goldwyn-Mayer is a 50-50 partner in the Robbins Music Company. M-G is taking its music ally so seriously that it may require Jack Robbins, head of their firm, to become general manager, to headquarter on the M-G lot in Hollywood.

Paulberg and Louis B. Mayer have asked Robbins to arrange for a live-wire contract for him or himself to be permanently on the staff.

The Warner Brothers' absorption of the pioneering music publishing firm of M. Witmark & Sons also points to the ultimate control of its own catalog. This firm, especially, is fast building an individual collection of copyrights in the form of original theme songs, dozens of feature titles have been announced in the form of advertisements in Variety. In addition, the names of Bernberg, Victor Herbert, Karl Hoehn and other musical composers and operetta composers whose works are Witmark-copyrighted would make Warners almost independent at this moment of any American Society obligations, if it was not for the present ERPI agreement, which has three more years to go.

Few men believe 1932 will see the American Society much weakened, if not eliminated, as a music tax collection agency.

The S. C. A. P. contract with the music publishers dates from Jan. 1, 1918, for five years, ending with 1930. This has two more years to go. The S. C. A. P. contract with Electrical Research Products Inc. dates from Sept. 5, 1927, and expires in 1932. This has four more years to go.

## Publishers Hold Off

The American Society, with fully two years of leeway until its contract with the publishers expires in 1930, started urging the music men for back royalties and asked to resign their contracts for all (Continued on page 19).

## "Prayer Book" Wife of Balto. Exhib Wins Rights

Baltimore, March 26. Late Charles E. Whitworth's "Prayer book marriage" was declared okay by the Maryland Court in an opinion handed down by that body at Annapolis. This ends the long fight of Claire J. Ulrich, of New York, former actress for a cent opinion as legal widow of the deceased movie theatre magnate.

Mrs. Ulrich-Whitworth gets more than legal use of the title "Mrs. White." She is declared one of the administrators of his \$250,000 estate and gets a widow's third.

Cases have been in the Maryland courts since 1928 when Mrs. Whitworth entered suit against the Whitworth heirs, claiming that she had been secretly married to Whitworth on April 3, 1923, in an apartment in New York City.

Opinion of the Court of appeals reverses the one handed down by the Circuit Court of Baltimore last year.

At the time of his death, January 30, 1924, C. E. Whitworth was the dominating factor in local first run motion picture exhibition. His Century and Parkway theatres were sold by his heirs to the late Marcus Loew who converted the Century Roof into the Valencia theatre. The Whitworth combo Garden theatre was later sold by his heirs to F. C. Schanberger, Jr., and is now the Keith. The heirs still control the New theatre.

## Edgar Selwyn Directing Screen Musical for M-G

Los Angeles, March 26. Edgar Selwyn, New York legit producer, will shortly take up a megaphone at the M-G lot to direct "Eva the Fifth," a musical taler. Story is a satirical burlesque on "Topsy and Eva." Bonnie Love has been chosen for the part of Eva, with Mary Moran, who also appeared in "Broadway Melody," cast for Topsy. Production is set for April 15.

## Buys "Applause"

Paramount has bought Beth Brown's novel, "Applause," for \$25,000. It will probably be an all-time high for a novel.

"Applause" is a story of burlesque and is the second of M-G's purchases of novels to be accepted for pictures, the first being "Bilhogy," scheduled for production shortly by M-G-M.

## ALICE WHITE'S STEMS COST MAE JUST \$2,100

### Court Limb Exhibit in Masseuse Case—Everybody Thrilled But Miss Murray

Los Angeles, March 26. Mae Murray will have to shell out \$2,100 just because Alice White, screen actress, has pretty legs.

No sooner had Miss White exhibited her undraped pedal extremities to Superior Judge Burnet, and a courtroom crowded with laughing spectators, than the jurist handed down a decision awarding Sylvia Ulrich, masseuse, judgment against the "Merry Widow" exponent to the amount mentioned.

Masseuse used the actress after, she alleged, Miss Murray had discharged her "because she (the masseuse) had called Prince Mamma (Miss Murray's husband) a bum." The actress declared in a deposition, read before the court, that her blue blooded husband was a gentleman, and had never engaged in any dispute with the masseuse. She also denied she had discharged her, or that she ever borrowed from the masseuse money to give to the prince.

Miss Ulrich brought Miss White into court as a living example of her art. Object of the screen actress' testimony was to show in court that Miss Ulrich had done wonders for her legs.

Everybody, including the court, got a kick out of the bare limbs and everybody appeared satisfied, excepting Miss Murray, who will likely appeal.

## Wandering Wampas

Los Angeles, March 26. Wampas are talking of a clubhouse, providing numerous vexatious experiences in hiring places to meet and eat.

Latest affair to annoy the space grabbers is the ousting from the Breakfast Club, where they have been meeting for five months. It was Wampas' installation night and Maurer Demond, local promoter who runs the Breakfast Club, made them get out at two a. m. It burned the ladies plenty.

### First Affair

Warner Bros. National - Stanley Club will hold its initial banquet and ball at the Commodors, New York, April 6.

Warner Bros. is listed as m. m. for the entertainment.

## Alice Lake's Return

Los Angeles, March 26. Alice Lake, who years ago starred on the silent stage, is returning to play a featured part in "Twin Beds," for First National.

It is a talker.

## Nerviest?

Los Angeles, March 26. Two flyers working in pictures collided 2,000 feet above the ground. Both landed safely, one in his damaged plane the other via parachute.

A bystander suggested to the first his admiration of the other in promptly stopping off. The reply was gently returned by the aviator that possibly it was because he was afraid to jump.

Curious to know the reaction of the other flyer, the by-stander's suggestion to the parachute jumper was to follow his example. "Guess he was afraid to jump," was the equally quiet reply.

## Two Caught in Drive On Unlicensed Agencies

Los Angeles, March 26. Glen Raltes and Gladys Broome, operating downtown booking agencies, were first to be caught in city wide drive launched by the State Labor Bureau against unlicensed agencies. Raltes and Broome are both specifically accused of operating without a city license and failure to use contracts approved by state bureau.

Move was originally launched by the Associated Booking Agents of California, newly formed organization, with a view to putting an end to curbsmen and gym booking acts. Numerous complaints have been received from performers who claimed they were mulcted out of sums ranging from \$5 to \$100 by booking agents.

Association turned over to the Labor Bureau a list of unlicensed agencies, which also has received so many complaints that at this time about 25 concerns are being investigated. Included in the list are a number of gym cinema schools and alleged casting agencies.

## Duncans vs. Lupe Velez

Pittsburgh, March 26. Fireworks solemnity in downtown de luges next week. Lupe Velez booked for personal appearance at the Pennsylvania State of the Pavements, while the Duncan Sisters go into Stanley.

Velez's picture was booked in this week, but "Desert Night" substituted when it was figured perhaps the Mexican gal could meet six days around here on her jump from New York to Chicago.

Just a few hours after she was announced for Penn Stanley had Duncan Sisters in at \$5,000.

## Trainers' Headaches

Los Angeles, March 26. Talkers have brought about new business for the trainers. The trainers who specialize in picture work.

Heretofore animals always took audible direction from their masters, but since this cannot be permitted before the mike, the masters must address themselves to reading the sign language.

## Pollard's Cycle

Los Angeles, March 26. Universal Pictures assigned Harry Pollard to direct "The Barnstormer" when he completes "The Minister of the Interior." Pollard has the distinction of bringing to the screen a pictorial history of show business dates back 10 years.

Evolution starts with "Show Boat."

## CONNOLLY'S QUICK TRIP

Fox Connolly, who directs all Fox Movietone News trucks in New York, is in New York on a flying visit.

Purpose of Connolly's trip isn't known, but he calls on this Friday (March 29) for Parls on the Berengaria.

## GARBO'S TALKING "ANNA"

Los Angeles, March 26. Lucille Marzetta, former silent star, will play one of the two featured femme parts in "Magnolia," Oliver Morosini's picture.

Reason is Miss Powers' southern drawl.

## MECHANIC KILLED IN "ANGELS" FINAL SCENE

### Phil Jones Trapped During Bombers' Spin—Warned With Pilot to Jump If—

Los Angeles, March 26. In taking the final air scene for "Hell's Angels," Phil Jones, 29, an airplane mechanic was trapped below the jump and his parachute a twin motor giant Gotha bombing plane, which collapsed at an altitude of 3,000 feet, plunging to his death at Pacifica, Cal., March 22. Plane was piloted by Al Wilson, who, when he saw a wing collapse, tried to right the plane until it dropped to an altitude of 3,000 feet, when he jumped with his parachute and landed a mile and a half from the scene of the crash. He sprained his ankle.

Plane was considered a jinx by the picture actors. Ben Lyon, playing the lead in the picture, and James Hall had been up in it a number of times at an altitude of 10,000 to 12,000 feet. When the plane took off from Caddo field, Van Nuys it was followed by three camera planes and a fourth plane piloted by Phil Jones, who was directing the scene. Fleet had maneuvered about a half hour in the air before the accident occurred, undertaking the scene which was to have shown the relic of Germany's first airplane, a Zeppelin, being shot down by a ship at a height of 7,000 feet, with Hughes signaling Wilson to go into a spiral, executing a series of ship into a series of spirals with the view of testing its ability to withstand strains.

Over on the side the left wing collapsed and the plane turned on its back, the Zeppelin being shot down against the ceiling of the cabin. It plunged over 3,000 feet, with Wilson, comparing the fall to a command of the controls. He shouted to Jones to jump, switched off the engine, and tried to make the jump himself, while Jones was not able to free himself and crushed to death.

Plane was valued at \$50,000 and had a carrying capacity of 20 people. The plane was 52 feet in length. Trouble had been anticipated, as the pilot was carrying a parachute. The spin had not been accomplished at a height of 2,000 feet he should jump. The plane was shot at a sister living in Los Angeles.

## British Author Sues Par, Claiming "Redskin" Lift

Los Angeles, March 26. William J. McDonald, British author, filed suit in United States District Court at Los Angeles against Famous Players-Lasky Corporation for alleged copyright infringement of his novel "Redskin" and an accounting on the profits of "Redskin."

McDonald, who writes under the name of Jack Donaldson, asserts the picture is taken from his play, "The Stout Man and the Forever," copyrighted by him in 1927.

In addition to the film company, McDonald has named as defendants, et al, scenarist, and Grosset and Dunlap, publishers, are named as co-defendants.

## Schenck's Trio

Joseph M. Schenck took Irving Berlin, Ballard Macdonald and Arthur Johnston with him Sunday to the Coast to write songs, music and material for United Artists.

Johnston is Berlin's musical amanuensis and arranges the donald will contribute scenes and back-outs for long features and shorts.

## Buy Plot for Talker

Although "Buckaroo" lasted only a week at the top at the Edison, New York, it has been sold to Paramount for the talkers.

"The Stout Man and the Forever" will be "Hell on Wheels," by Maxwell Anderson, which will include "The Stout Man" and "John Jay" American variety.

## Wide Recovery

Los Angeles, March 26. Ted Wilde compelled to retire due to the jump and his parachute, due to illness, is fully recovered.

Wilde put in a month at Hollywood hospital and made a long stay at Palm Springs.



LINA BASQUETTE

Who is now working in her first individual starring role in "Come Across" at Universal Studios.

Miss Basquette was formerly a member of the "Follies," and in addition to her screen achievement is noted for her dancing ability. She has had a rapid rise in motion pictures and is regarded as one of the most talented of the younger actresses. Her most marked triumph was in "The Goddess Girl," Cecil B. DeMille's spectacle, in which she had the title role.



# FOUNDED 1896

## FILMS IN HOME RELAYED FROM THEATRE

### RCA's Device—Sell for \$85 and Up—Using Own Vaude Shows

RCA is reported rapidly maturing plans to place upon the market a reproducing apparatus for homes whereby sound and sight transmission of talking pictures or vaudeville, or both, through a radio circuit will become a reality within a year.

Basic idea was developed over a year ago but did not provide against distortion. Since then it is understood the inventors have corrected and extended their system to take care of the objections. H. R. Van Dewater invented the system of rephotographing the projected motion picture from the screen by means of a device to be located in the orchestra pit. This with the dialog or sound will be broadcast over a special wave length.

At the receiving end (the home) a special apparatus, invented by Peter Schmittler, of Berlin, and August Karolus, of Leipzig, Germany, will reproduce the pictures by an application of the present electric principles to a series of mirrors and a rotary miniature screen operated at the regular speed of a projector.

Theatre Tie-Up  
"RCA is reported to be evolving a method of merchandising for the new system. The box, or device, to be installed will run about the same as a radio, \$85 and up. In addition to this a service charge of a nominal amount (a month is mentioned) will be assessed against each machine. For this sum owners can plug in on pictures, vaudeville and vaudeville shows. Two theatres in each city are mentioned as licensees of the new plan, houses to shut in the profits.

This multiple hook-up between theatre, film, radio and home is one of the reasons FBO pictures were re-named "Radio Pictures." The whole RCA story, however, comes on top of declarations by A. T. and T. engineers that television so far as practical commercialization is concerned of big events is years off. Sonora Phonograph was also reported as having a home apparatus for the reception and reproduction of films transmitted from an actual theatre performance.

### Gilbert's Two-a-Year, At \$250,000 the Film

Los Angeles, March 26.  
After completing "Redemption" and before starting on his new three year contract with Metro, Gilbert will spend two months in Paris. Henceforth he is to make but two pictures a year, getting \$250,000 per picture, of which \$150,000 is cash in hand when starting.  
Gilbert also has the right to supervise selection of pictures, director, cast, etc. He can call all bits off at the end of each year but M-G-M denied a similar privilege.  
Harry E. E. Eddington becomes associate producer at M-G-M to handle the Gilbert picture, who formerly represented about 20 of the biggest names in pictures. He relinquishes this picture, however, to go into production. When not working with Gilbert he will be given other assignments.

7 P. M. TO 4 A. M.  
Los Angeles, March 26.  
Paramount is reported to have pictures at present from 7 p. m. until 4 a. m. This is to avoid street and other alien noise. The stages now being used have no adequate protection.  
New sound stages, replacing those destroyed by fire, will be ready in another six weeks.

### Par-RCA Denial

A cable from David Barnoff in Berlin to his New York office and to Hiram S. Brown, president of Radio-Kathodephonum, authorizes a statement to be used over his signature that any thought of a marriage between RCA, RKO and Paramount-Public is off. This means the much talked of and proposed operation of RKO by Public.

The denial has been verified by Adolph Zukor and Sam Katz.  
Barnoff's statement is in Brown's hands and is to be used by him at his discretion.

### Couzens Succeeds Watson On Commerce Comm.

Washington, March 26.  
Senator Watson from Indiana has announced he cannot hold the chairmanship of the Interstate Commerce committee, feeling the next session of Congress. He states the duties of floor leader, he having succeeded Vice-President Curtis, will not permit the double assignment, something many predicted he would endeavor to hold because of the prominence of the committee chairmanship.

As this is the Senate group that considered the former Brookhart bill to regulate the picture industry, and which will get the new one, Senator Watson was looked upon as a "protector."  
His successor is to be Sen. James A. Couzens of Michigan. His attitude on the Brookhart proposal was made clear during the hearings. He said he saw any of the arguments put forth by the indies in support of government regulation and against the present system of distributor-exhibitor affiliation.

Interstate committee will be fairly busy with a new railroad consolidation proposal. Senator Brookhart, however, is predicting action on a changed bill during the coming session.

### "JOHNNY SPIELT" FILM

Vita, in Color With Negro Star  
of Met. Production

Los Angeles, March 26.  
"Johnny Spiel" Auf! The German opera in which a negro is the central character that was produced this season at the Metropolitan Opera House in New York is going to reach the screen.  
It is to be made as a Vitaphone color subject for the 1929-30 program. John Brauman with his title role in New York has been placed under contract to play the screen lead also.

### Sounds Piquant

Los Angeles, March 26.  
With bathing season getting started along the California beaches, annual police censorship is on. At Hermosa Beach, south of here, Mary Wilson, 23, was "fired" to run afoul of a beach coper.  
She was picked up on a charge of wearing an "immodest" costume, which consisted of a tight-fitting suit of extreme cut, backless to a point below the waistline, and with portions of the front and sides cut.

The gal was released under her own recognizance.

### CAMERAMAN TURNS ACTOR

Los Angeles, March 26.  
Teddy Westport, for several years assistant cameraman at Fox, signed to act in Moritane in "The Sign of the Cross." During a recent tour of important singing parts in "King of Kings." His attracted attention by jamming the song. Given a test and got the contract.

## FOX ALL SOUND ON THE LOGIC

### Company Works Out System of Foreign Right Sale for Remake to Compensate for Reduced World Dis- tribution—Sales Costs Saved—Silent Supply for Eighteen Months

### BIG PUBLICITY COUP

In tossing all silent product out its program, the Fox organization's principal reason for the decision is the belief that approximately 85 per cent of possible sound theatre seats in the United States will be playing sound product by Jan. 1.

W. R. Sheehan, vice-president and general manager for Fox, estimates this on the basis that at least 3,000 major theatres in the country will be wired by the end of 1929. These 3,000 theatres average capacities of 2,000, a conservative measure, that makes 6,000,000 seats which will be listening as well as seeing, and the big electric companies confidently predict installation in 3,000 houses by 1930. On a basis of 10,000 picture theatres in this country, Sheehan figures that 8,000 are ultimate wired theatres.

Foreign Angle  
"The Fox foreign angle on recalling the loss in European rentals through this move is to have the foreigners buy the rights to those Fox pictures they desire. This will permit them to remake in their own way, with their own people, in their own country and in their own tongue. As many American talking picture is subject to refuse in Canada, Britain and Australia, the Fox idea is that three translations will practically cover the world—namely, French, German and Spanish.

Company feels further entrenched in abandoning silent pictures, which announcements the New York morning dailies gave a big page one ride, though the fact that it has sufficient picture rights to take care of the major foreign points for from 12 to 18 months and for from three years in the less important countries.

Foreign plan amounts to the simple outright buying of a story, the purchaser being at liberty to copy the original picture in detail as to production, direction and dialog if he so wishes or with whatever changes he likes.

### No Percentage

It is doubtful at this time if Fox will turn over its pictures to the foreign market on a percentage basis, the present idea being a net price minus the consequent works. Fox pictures are hand to take care of the major foreign points for from 12 to 18 months and for from three years in the less important countries.

Foreign plan amounts to the simple outright buying of a story, the purchaser being at liberty to copy the original picture in detail as to production, direction and dialog if he so wishes or with whatever changes he likes.

Talent List  
List of legitimate actors, directors and writers already signed by Fox is as follows: The latter include: Al Lewis, head custer in the east for Fox, since Sept. 1.  
—Will Rogers, due on the coast in June; George Jessel, George Bickel, Dixie Carroll, who will be known as Dixie Lee; Helen

### Globe Guessing

Los Angeles, March 26.  
With employment of Dr. Martin as a psychological advisor on production, Universal has created a vogue among the smaller independent producers. Latter make good advice from local star gazers and lesser known psychologists. Some take their stories to the prophet's camp under cover to be told if the yarns will be a success or not.

### RECORD OF OVER HOUR ON 380 FEET OF FILM

### G. E. Research Men Can Dam- rosch Symphony on New Device as Surprise

Schenectady, N. Y., March 26.  
Engineers of the General Electric Company are experimenting with an invention that may revolutionize sound films. This became known when officials of the company arranged a surprise party for Mr. Damrosch, who made a tour of the research laboratories of the G. E.

As Damrosch entered where Dr. C. W. Hulett of the research staff was experimenting with sensitized sound film, he was amazed to hear his own voice on a "Hulett" loud speaker giving a lecture on an overture followed by the overture as played by his orchestra.  
The reproduction was recorded on a film strip by Dr. Hulett, while Mr. Damrosch was on the air at New York recently.

"We are developing new methods in Schenectady with the end in view of getting as much of a program from an small as possible," Dr. Hulett said. "We have an hour and a quarter program recorded on 380 feet of film, whereas the ordinary telephone now in use requires several thousand feet of film for the same record."

Execs West—Fox East  
W. R. Sheehan was set to leave for the coast yesterday (Tuesday) with reservations on two trains in case he missed the first one. Sheehan's only comment was, "no conferences work."

J. R. Grainger, sales manager for Fox left last week for Los Angeles by way of Texas. He will be gone four or five weeks.

Report that William Fox was due on the Coast April 1 is wrong. Head of the house remains in various parts of the east during that time.

### Using Wide Film

Los Angeles, March 26.  
Fox is employing Grandeur film in making its picture sequences for "Moritane Folies."  
Film is 72 millimeters wide and requires the size of the ordinary screen.

Chandler, Clark and McCullough, Clarendon, Denton, Sylvia Field, Helen Garder, David Gordon, Lumsden Hare, Warren Hymer, Dorothy Hunt, Gust Kummer, S. K. Laine, William Langen, J. Harold Murray, Paul Page, Frank Richardson, Sylvia Sidney, Harry Twentieth, Paul Muni, Joseph Wagstaff, Charlotte Henry, Charles Eaton, Marguerite Hunt, Gust Kummer, S. K. Laine, Duncan, Frederick Graham, David Percy and Louise Dresser.

Directors: H. Van Duren, Edgar Royce, Campbell Gillies, Lester Loneragan, Seymour Fells, Ira Harsh and Gulliver McNeill.  
Writers—Zoe Akins, Tom Barry, John Hunter, Both, George S. Broderick, Burke, Arthur Carr, William Collier, Sr., Gilbert Emery, "Llewellyn" Hughes, Cyril Hunt, Gust Kummer, S. K. Laine, Elliott Lester, Frank Merling, George Middleton, Clark Silvernail, Ben Grand Smith, Harlan Thompson, William K. Wells, Dave Stumpe, Brian Marlowe, Desiva, Brown and Henderson and Owen Davis.

## HEARST MAY LEAVE M-G-M

### Report Cosmo. Product For U. A. or F. N.

Los Angeles, March 26.  
William Randolph Hearst was willing to make \$500,000 for the purchase of Loews, Inc., which controls Metro-Goldwyn-Mayer, rather than have that concern pass into the hands of Fox or Warners. As a result of the sale to Fox, Hearst is reported to be put out and looking for other channels through which to release his Marion Davies and Cosmopolitan productions.

Miss Davies has three picture contracts for M-G-M releases, with the understanding being that Hearst may eventually arrange to produce in the future for United Artists. When the contract runs out Cosmopolitan product is also a possibility for the M-G-M program. At the present time H. B. Hartzel is consulting with Jack Warner regarding the change and is understood to be prepared to sign with that organization when he returns to New York shortly.

When reports came out that there was a chance of the Loew interest selling to either Fox or Warner, Hearst is reported to have offered to raise the \$500,000 to \$1,000,000 to buy the company with Louis B. Mayer and Irving Thalberg to remain as the production heads. However, when reports were denied from the east that there was no possibility of an immediate sale, and with Mayer on the way east at the time of the Fox purchase, Hearst was not given chance to show his good will in the matter.

Hearst, prior to joining the M-G-M production forces, had found the picture making game, which he liked, a rather costly proposition. But when Marcus Loew induced him to switch over and when he later managed to get the Davies pictures show "black," as well as seeing the return of Mayer and Thalberg and was prepared to back them to the limit.

### Fox Studios Ban Personal P. A.'s—Too Much Grief

Los Angeles, March 26.  
Fox studios have experienced so much grief and interference from personal press agents that it has placed a ban on any entering the studio.

All future contracts with players and executives will contain clauses forbidding them from employing personal P. A.'s.

### Sure-Seater's \$10

Little Carnegie Playhouse, Otto Kallmeyer, Sylvia Field, Helen Garder, David Gordon, Lumsden Hare, Warren Hymer, Dorothy Hunt, Gust Kummer, S. K. Laine, William Langen, J. Harold Murray, Paul Page, Frank Richardson, Sylvia Sidney, Harry Twentieth, Paul Muni, Joseph Wagstaff, Charlotte Henry, Charles Eaton, Marguerite Hunt, Gust Kummer, S. K. Laine, Duncan, Frederick Graham, David Percy and Louise Dresser.

Directors: H. Van Duren, Edgar Royce, Campbell Gillies, Lester Loneragan, Seymour Fells, Ira Harsh and Gulliver McNeill.  
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### "Show Boat" April 17

Universal's "Show Boat" is now listed to open at the Globe, New York, on April 17.  
A gala 61 premiere will include Paul Whitman and his orchestra on the stage for a number or two, the band appearing as a complimentary gesture to Carl Laemmle. Alvin Karpis, a number of Helen Morgan making a personal.



# Warners Shooting Sound Outdoors: New Studio Twists Cause No Stir

Los Angeles, March 26. Viaphone is recording talking picture exteriors and dialog out of doors by means of Western Electric trucks, besides remote control through mikes attached to cables. Another innovation in dialog film manufacture here is Fox's making of dialog pictures on a silent stage at its Western avenue studio, while Columbia is also making a talker via Viaphone truck.

These items, while superficially highly important to the new art, appear to be accepted by the studios as merely another talker development, although the many expected to arrive. They seemed to have no direct bearing on the usual procedure at present of equipping studios and then being accepted, with improvements noted daily by the engineers in their research work.

Superstition brought about the making of "The King of Kheperes Rifles," directed by John Ford on a silent stage at Fox. Curiously got a similar result for First National with "Irish Eyes," directed by Warner. Moore talks for her initial effort on the screen. At Columbia Harry Warner has decided to wait until completion of Columbia's mammoth sound stage, the new sound truck costing \$15,000, must start to work.

Ford, a consistently successful Fox director of silent films, observed his good work at the studio at the Western avenue studio and he preferred not to try for a talker at Fox. "Irish Eyes" was made on a silent stage, and the studio plan, gaining his point, Ford started "The King" on the silent stage at the Western avenue studio for the recording medium. Around the studio they say the first two reels go far into the future. They are gorgeous, especially the dialog. Ford's fate is becoming the talk of the industry.

Warners' Newswell? "Hitherto it has been said that "Warners can't go outdoors." Now Warners are going outdoors and with four sound trucks so far to do it. Jack Warner, in charge of the Warner studio here, including First National, has ordered four more sound trucks. Two of these will be built at the Warner studio by the Warner engineers with equipment only from W. E. This led to a Warner sound truck service though no positive information at that possibility is available.

At First National John McCormack, in general charge of the Colleen Moore productions, concluded that since there were no dialog and outdoor scenes, a means would have to be contrived to send the dialog from the studio to the studio for recording. From the Irish Village set, about 600 yards from the F. N. sound stage, a cable was laid with the mikes attached, leading back to the studio. This, together with the F. N. sound truck, has worked perfectly so far.

Plan is an adaptation of that used following the Warners taking over of the F. N. studio when Jack Warner caused a sound registration with the F. N. sound stage. The cable was transmitted over a phone wire to the recording room at the Warner studio on Sunset. The F. N.'s single portable sound equipment is engaged in making a scene for "Hard to Get."

All of the emergency apparatus will be employed as required on either the Warner or F. N. lot, and used by the studio Warners when called for on the other of their sound equipped studios, the Viaphone now converted into a modern talking plant.

"Noah's Ark" was made by Jack Warner on the Viaphone lot.

## U Off Heavy Scripts; Studio Scanning 20 Yarns

Universal is off heavy story script for awhile. With 20 manuscripts of the right order appraised by home office specialists at worth \$150,000, Mrs. Florence Strauss, eastern scenario editor, has entrusted to seek what Universal City thinks are selections for next year's production.

## Rez Bell's Long Signature

Los Angeles, March 26. Rez Bell has been placed under a long term contract with Bell. Bell was originally signed to replace Tom Mix on this company's outdoor program.

## F. N. Burns as Fox Holes "Weary" to 4 Cost Keys

San Diego, Cal., March 26. First National picture to give battle to Fox Theatre out here because of the latter organization's refusal to play on the sound version of "Weary River" in more than four key cities—Seattle, San Francisco, Portland and Los Angeles. Picture goes into operation house here, Superba, Dwight Hall, manager; March 30, for indefinite run. George Thomas, from the FN studio, was here over the week-end preparing campaign.

FN believes it stands to win under present arrangement as one week would have been the limit had the picture been bought by Fox for this city. In the case of "The Singing Fool," which circled round it down here, it went into the Superba for five weeks.

It is understood FN is preparing to put "Weary River" into other cities in California and Washington where there are a wired operation houses. Estimate is that restriction of sound versions by Fox to four key cities means \$50,000 in lost bookings to FN.

## Deep in Dialog

Los Angeles, March 26.

Paramount's title department has gone dialog. Three men composing it all have records as playwrights—Julian Johnston, George Marston, Jr. and Fred Allen. The latter has written dialog for several pictures and Johnston has just finished dialog for "The Sign of the Cross." Marston has been assigned dialog on a comedy with music, tentatively "His Noonday Battle."

It was written by Marston for stage production, but Paramount bought it for the screen. Johnston is producing in 89 days. Johnston is to edit for the American market "Hungarian Rhapsody," a German picture.

## A. M. P. A. May Modify Its Membership Rules

At its meeting tomorrow (Thursday) the Association of Motion Picture Advertisers will consider further modification of its constitution whereby it will be able to rehabilitate by letting down membership qualifications. George Harvery, president, figures that this will make it possible to realize over \$2,000 in dues and initiation fees from 200 persons in fields still at floundering with an advertising affiliation.

As for a forerunner in the resolution adopted at the last meeting giving trade paper men, admitted a year ago as associates, active roles which carry a vote and the chance to hold office. Meanwhile the paid-up members have been requested to pay for the ticket to their annual affair which originated with the studio. The plan is being done as one means to clear up the deficit caused by the flop of the affair.

## U's 52 Two-Reelers

Los Angeles, March 26. Universal plans 52 two-reel comedies for the coming year. Decision made by a party given at the retirement of Stern Brothers from its comedy contract with U. Shorts will be made as an associate, active roles which carry a vote and the chance to hold office. Meanwhile the paid-up members have been requested to pay for the ticket to their annual affair which originated with the studio. The plan is being done as one means to clear up the deficit caused by the flop of the affair.

## EIGHT IN COLOR

Los Angeles, March 26. Having tied up Technicolor for the next six months almost exclusively with the production of the eight picture in color to be released equally on the current and next season's program.

## "Redemption"—23 Days

Los Angeles, March 26. Fred Niblo completed the silent version of "Redemption" (M-G) in 23 days of a 24 day working contract.

He will start on the sound version after editing and pre-viewing the silent picture.

## LEON LEONIDOFF

Roy Theatre, New York  
Director of Production  
(Assistant to Mr. S. L. Rothfels)  
Second Anniversary Celebration  
The greatest spectacle of stage entertainment ever witnessed in any theatre. Now held over for third week.

## MOSTLY SHORTS IN CITY STUDIOS

Fred Allen Directing at  
Par—M-G Leaves Desk

Fred Allen, vaude and revue comedian, has become a director of talking shorts for Paramount at the Astoria studio. After making a couple of shorts himself, Allen was retained to direct other funny fellows. His first was Charles Butterworth, who lectured on the subject of whether horses should stand or sit down. Allen is now directing "Tropical Delights," a two-reeler with Leo Donnelly, Dolf Singer, Charles Burns, Olive Shrandt and Harry Herrett, the latter impersonating a polar bear.

John McMan and Robert Florey, who have been honeymooning, Mildred Webb and John Butler, studio manager, all return this week to the Paramount studio.

Olive Shea, appearing with the Leo Donnelly short, also was at the Astoria studio in a George Lefferts number, "The Chiropractor." Miss Shea is the winner of the A.M.P.A. beauty contest. Patricia Hill will start production on its next feature April 1. Tentative title is "The Irish Boy."

Cecil Lane and Clay Mayfield's two-reel sketch is to be the first M-G short to be released with sound track. All prior shorts have been released on disc. Walter C. Kelly, Willie Solar, the Rounders, Charles Irwin and Alice Weaver are booked for future M-G shorts.

Harry Wray, chief sound engineer of the M-G studio, is spending a week at the Embassy theatre treating the orchestra. Jimmy Duffrey treated the Astor prior to the "Broadway Melody" opening.

Shorts by the following: Irene Franklin, Josie Heather, Leo Donnelly, Hugh O'Connor, Harry Hines, Helen Glasgow, Anthony Harry Tate short, "Selling a Motor," and sketch by the Fifth Avenue theatre, done originally at the Writers Club, Hollywood. Cast includes Verree Hall, George S. Foster, Harry Richmond and George Stevens. J. H. Neube wrote it.

## Free Lance Talent Forces Casting 2 Months Ahead

Los Angeles, March 26. Scarcity of free lance talent, eligible for talking pictures, has grown so serious that the producers are forced to cast their pictures two months in advance in order to secure the proper types.

The old crop of silent favorites cannot develop readily in the new set-up is drawn from the ranks of the unknown.

## MOSS OFF AIDS

Alex Moss, advertising head for the Cohen brothers, has resigned after holding it nearly three years.

Moss wants to get into production and may go with the Columbia Harry.

# All Stocks Crash on Money Rate Soaring to 20; Amusements Hit

## Radio-Keith Sensational in Drop to 19—Par and Loew Make Excellent Form—Shubert Off to 55

## Yesterday's Prices Leading Stocks

Leading Stocks				
Sales	Open	High	Low	Ch
1,400 Am Seat.	36 1/4	37 1/4	36 1/4	—
8,800 Con Film	26 1/4	25	23	—
12,000 Fox	80 1/4	84	83 1/4	—
14,500 Leow	63 1/4	67 1/4	61 1/4	—
59,000 Param't.	63 1/4	69 1/4	61 1/4	—
32,500 Pathé	10	7 1/4	8 1/4	—
\$79,500 Radio	95	82	93	+
54,000 Rad-c-o.	30 1/4	19	28 1/4	—
1,000 Shub	50	54 1/4	54 1/4	—
54,700 Warn B.	109	97	102 1/4	—







# Warner Bros. LAUNCH NOAH'S

## What Warner Bros. Promised! Warner Bros. Have Delivered!

The deluge is here! Wherever "The Spectacle of The Ages" opens, a torrent of gold sweeps down upon the box office! A tidal wave of popularity rolling up miraculous grosses! Records swept away in the golden flood! Get ready to ride the flood tide of prosperity with "NOAH'S ARK!"

NOW PLAYING

## NEW YORK WINTER GARDEN

TWO-A-DAY AT \$3 TOP

NOW PLAYING

Two a Day at \$2.00 Top	ATLANTIC CITY	Globe Theatre
	Opening April 1st	
	PHILADELPHIA	Aldine Theatre
	Opening April 7th	
	CHICAGO	Wood's Theatre
	Opening April 15th	
	BOSTON	Majestic Theatre
	Opening April 21st	
	DETROIT	Shubert Theatre

This Is Exploitation

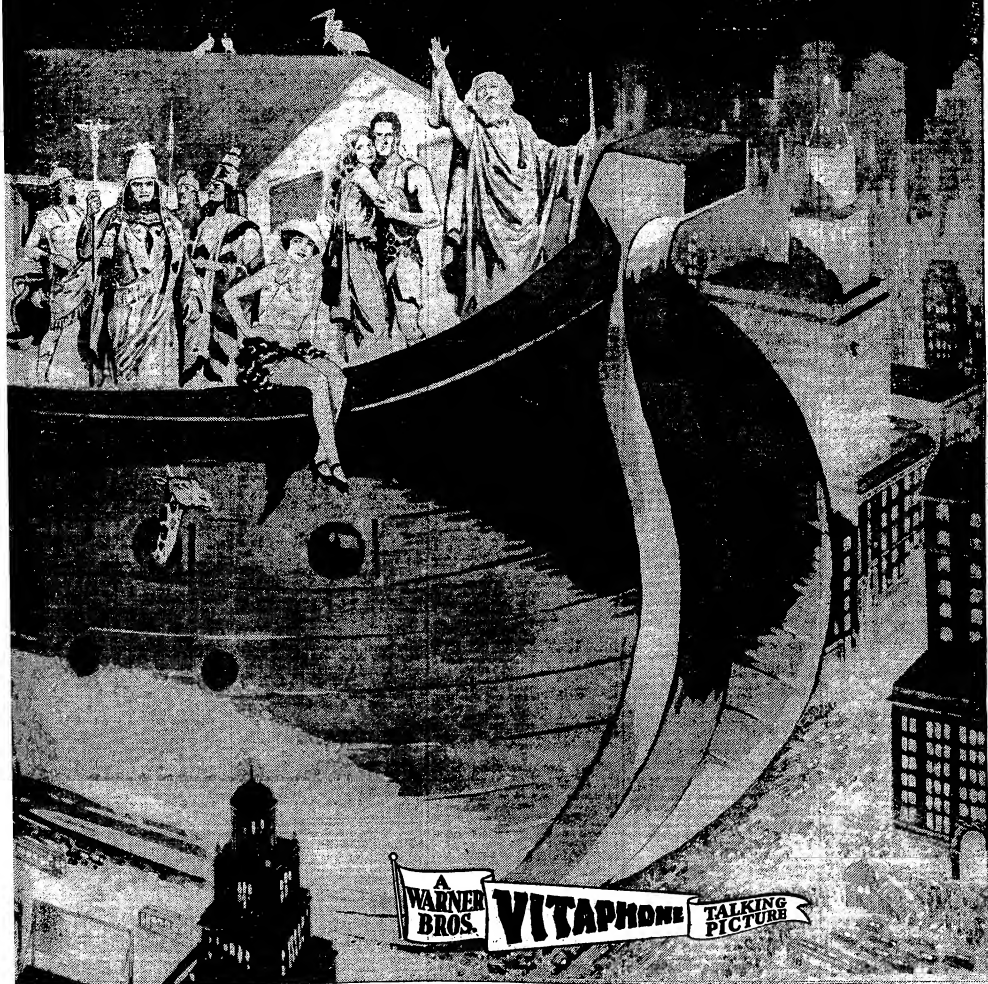
IT IS BEING DONE FOR YOU, MR. EXHIBITOR!

# DOLORES COSTELLO in NOAH'S



# ARK

## ON A WAVE OF PROSPERITY



A WARNER BROS. VITAPHONE TALKING PICTURE

**ARK** with **George O'Brien** Directed by **MICHAEL CURTIZ**



# TALKING OF B. O. RECORDS!



You don't know  
the half of "It"  
until you HEAR  
as well as SEE

## CLARA BOW "THE WILD PARTY"

Her First Paramount All-Talking Picture.

By the author of "Flaming Youth".

Directed by Dorothy Arzner. Adaptation  
and Dialogue by E. Lloyd Sheldon.

*Also available silent.*

### YOU MUST CHOOSE!

Right now you must choose! Between  
ordinary talking pictures — and super  
talking attractions like Clara Bow in  
"THE WILD PARTY" (PARAMOUNT).

Between uncertainty as to your future  
in sound—and guaranteed talking hits  
week after week, like Jeanne Eagels in  
"THE LETTER", Maurice Chevalier in  
"INNOCENTS OF PARIS", Richard Dix  
in "NOTHING BUT THE TRUTH",  
"CLOSE HARMONY" and 15 more from  
PARAMOUNT Before Aug. 1. Choose—  
between the back seat—and the golden  
profits that reward exhibitors who book

# PARAM

THE ONE LEADER



# UNT

IN SOUND!

**THE Greatest  
all TALKING  
PICTURE THAT  
HAS Ever  
BEEN MADE**



Metro-Goldwyn-Mayer presents

**The Trial of  
MARY  
DUGAN**

Better than the play

Directed by the author  
BAYARD VEILLER

featuring **NORMA SHEARER—LEWIS STONE**  
**H. B. WARNER—RAYMOND HACKETT**

WORLD PREMIERE

**THURSDAY EMBASSY MARCH 28**  
Broadway, & 46th St.

LEFT: The opening gun in one of the biggest newspaper campaigns ever put behind a great picture.

**IT'S ON BROADWAY  
AT \$2—**

**You Can Book It NOW!**

All New York awaits the second great All-Talking Metro-Goldwyn-Mayer Picture! Coming right after "The Broadway Melody," "The Trial of Mary Dugan" establishes firmly in the public mind the supremacy of M-G-M in the entire field of TALKING pictures. Watch for more Big Ones to Come!



# SEATTLE DOES OKAY; \$19,000 FOR 'ORCHIDS'

Seattle up at \$17,450—"Sunset Pass" Has Near \$6,200—Orph \$11,800

Seattle, March 26. (Drawing Population, 500,000) Weather: Rain and Fair. Ace houses in northwest in the Fox told how the name "Sunset Pass" was used in the Seattle theatre it is now "Public Seattle." Anyhow it looks as though both groups will publicize the name of the circuits.

Business better last week at the Seattle while the Fifth dropped off from its "Weary River" week. Music Box is finishing four good weeks with "Iron Mask" and Hammett did fair.

**Estimates for Last Week**  
Seattle (Pub) (1,500; 25-30) "Mantel Cocktail" sound (Par). Nice Public stage show too; \$17,450.  
Fifth Avenue (Fox) (2,500; 25-30) "Wild Orchids" (M-G). Not for children but fair; for Garbo's "Sunset Pass" (Par). Hot and his open range gang fast entertainment; okay at \$8,200.  
Columbia (U) (1,800; 25-35) "Last Warning" dialog (U) and "Midnight Taxi" dialog (WB). New policy change twice weekly; M. G. Winstock, manager, says second run sound policy proving okay; for the week, \$3,800.  
Blue Mouse (Hamrick) (950; 50-75) "Lady of the Pavements" sound (U). Nice show to see; big; \$2,800.  
Muscle Box (Hamrick) (1,000; 50-75) "Iron Mask" sound (UA). Hoped along in fourth week; good rate; \$4,000.  
Winter Garden (U chain) (650; 25) "Sins of the Fathers" (Par). Big much better for Jannings; \$2,800.  
Pantages (1,500; 25-30) "Cohens and Kellys in A. C." sound (U). Laugh maker and good draw; \$4,800.  
Orpheum (2,700; 25-41) "Noble Neighbors" (Pathe). Picture secondary; vaude the draw; fair for \$1,800.

## SEVEN MONTHS' WAIT

Los Angeles, March 26. Western Electric sound equipment, contracted for seven months ago by Principal Pictures for three of their California houses, is being installed. They include Porterville, Ventura and the Arcadia, latter in Los Angeles.  
Bristophone sound equipment is being installed in company's house in Culver City. Houses at Santa Maria and Belvedere have already been equipped with this type of wiring.

# PHILLY SLOWS DOWN

(Continued from page 5)

as the Fox and Stanton, was reported as the Film Guild Cinema, giving the same kind of arty bills now being offered successfully at the Philadelphia theatre.

**Estimates for Last Week**  
Mastbaum (4,800; 40-50-75-85) "Redeeming Sin" dialog (U). A little off with \$48,000; figure considered good for time and bill; house doesn't advertise names of individual performers at all.  
Boyd (2,400; 40-50-75) "Weary River" dialog (FN) (24 weeks). Barntown picture; smash; run will probably be lengthened to a month; \$24,000 reported, great.  
Fox (3,000; 90) "Hearts in Dixie" dialog (Fox). Picture praised and business good if not sensational; \$28,000 not bad.  
Fox-Louise (1,800; 41) "Speak- easy" dialog (Fox). Satisfactory at around \$16,000; ought to be for about a month.

Stanton (1,700; 35-50-75) "Queen of the Night" dialog (WB) (1st week). Texas Guinan film started strongly and held over; about \$15,000.  
Aldine (1,500; 50-75) "Seven Footprints to Satan" sound (M-G). A flop and off after single week; maybe \$1,000; house left this week, then "Noah's Ark" (WB).  
Karlton (1,000; 35-50) "Red-skin" sound (Par). Brought down here from Stanley; house has reduced scale from 75 cent to; not so hot; \$3,500 reported.

# "C-K" \$7,700, TACOMA

Silent "Weary" \$3,500 Okay—Blue Mouse \$4,100—Goddess \$15,000—Tacoma, March 26. (Drawing Population, 125,000) Weather: Rain and Fair. Tacoma went its even course the past week with no ground for complaint. Manager Dow now here for West Coast relieving Dick Spier, who has gone to Fresno.  
**Estimates for Last Week**  
Pantages (1,500; 25-50) "Cohens and Kellys in A. C." (U). Did a big \$7,700.  
Blue Mouse (Hamrick) (650; 50-75) "Stolen Kisses" (WB). Got \$4,100.  
Rialto (Fox) (1,250; 25-50-75) "Goddess Girl" (Pathe). Just fair with \$5,000.  
Edifonia (Fox) (850; 25-50) "Weary River" (FN). Silent, but good; Barntown has big following here; \$3,500.

Ian Keith's Three  
Los Angeles, March 26.  
First National has signed Ian Keith for three pictures.  
First will be opposite Billie Dove.

# 'WHY BE GOOD' \$28,500 AT WARFIELD, 'TRISCO

"Lady" \$23,900, Granada—"Goddess Girl" \$10,300 at St. Francis and Held Over

San Francisco, March 26. (Drawing Population, 742,000) Weather: Clear

Next to the best week in Lent proved fairly satisfactory. Warfield crowds big Benny Rubin furnished a good night and Horace Heidt and his Californians started a bumpy week beginning Sunday. Last week's big held steady.  
"Weary River" ended its second week Wednesday night at the California. It made such a good show-up that it will be moved to St. Francis for a second Market week. "Redeeming Sin" at the Embassy, proved a two-weeker. One "Stolen Night" opened last Thursday.  
**Estimates for Last Week**  
Warfield (Ind) (2,700; 50-55-80) "Why Be Good" sound (FN). Proved weak, but good stage presentation helped; \$26,500.  
Granada (Publix) (2,698; 25-50-65) "Goddess Girl" (Pathe). Good sound (UA). Liked it and Luper; \$10,300.  
California (Publix) 3,200; 35-50-65-80) "Weary River" dialog (FN). Did good second and final week; succeeded Thursday by "Iron Mask" (U).  
St. Francis (Publix) (1,575; 45-50-65) "Goddess Girl" sound (Pathe). Best of the two; many weeks; held over; \$10,300.  
Wagon (1,587; 50-65-80) "Redeeming Sin" dialog (WB). Second and final week about \$10,900.

# State, Syracuse, Hits New High on Vaude—\$26,000

Syracuse, N. Y., March 26. (Drawing Population, 200,000) Weather: Fair and Cold  
Harry Blackstone, magician, and "Desert Nights" turned the record-breaking trick at Loew's State last week. House did approximately \$26,000, \$1,000 above the high set the first week of the vaudeville picture. Magician, billed and exploited over the picture, was responsible, clearly. The response to the picture, in clear performance, both on Thursday and the day standing at \$13,500, a record.  
"Showdown Angel" clicked to the extent of \$10,000 at the Hotel, an advance of \$3,000. Little change at the vaudeville house, but Keith's suffered a \$2,000 cut to \$11,000.  
**Estimates for Last Week**  
Loew's State (2,900; 25-50-65) "Desert Nights" sound (M-G) and vaude. Magician headlining and business up \$11,000, a new high of \$26,000; credit to vaude rather than film.  
Strand (Ind) (1,800; 20-40) "Queen of the Night Clubs" dialog (WB). Another \$1,000 week; fair.  
Empire (Ind) (1,491; 25-40) "Mother Machree" sound (Fox). About \$7,000, as did its predecessor.  
Eckel (Schlitz) (1,446; 35) "Showdown Angel" sound (Par). Got \$10,000, okay.  
Keith's (2,514; 20-50) Vaudeville. Business off about \$3,000, to \$11,000.

"GOLD DIGGERS" IN COLOR  
Los Angeles, March 26.  
Warners' "Gold Diggers" is to be made in Technicolor.  
Goes into production around April 10.

## Only a Woman

Elgin, Ill., March 26.  
No foolin', a local woman asked the manager of the Rialto when he was going to show "Only a Woman." After racking his dome the manager said he believed such a picture had been made many years ago but probably was out of print by now.  
"Well," exclaimed the woman, "why do you always advertise it on the screen right after you show 'Mount News'?"

## "WHOOPEE NIGHTS" OVER

B. & K. Putting Afterpiece Idea into Paradise and Tivoli

Chicago, March 26.  
"Whoopee Nights" have proved such a stimulant to week night trade for last performers at the Uptown that B. & K. will also use them at the Paradise and Tivoli, starting next Monday (April 1).  
Idea is to use one or two extra acts in the regular stageband unit shows for the last performance on week-nights. Additionally, the entire stage show is worked in a more impromptu manner, with extra gagging, skills, etc.  
Late night business has always been weak in picture houses here. It is hoped to catch some of the night owl trade that has shifted from cafes because of padlocks and more stringent enforcement.

## "Show Boat" \$10,000

Palm Beach, March 26.  
"Show Boat" (U) got around \$10,000 at the Paramount here in four days last week, finishing out the last half at the Arcade, West Palm Beach, to capacity.  
At the Capitol, Miami, the picture averaged \$2,500 daily last week and is being held over at pop prices to try for a four weeks' run.

Robertson at Columbia

Los Angeles, March 26.  
Cliff Robertson, former casting director for M-G and who has been with the Edward Small Agency the past two months, has been engaged as associate casting director at Columbia.  
Robertson will operate in conjunction with Max Cohn.

# JESSE CRAWFORD ORGAN CONCERT PARAMOUNT THEATRE NEW YORK

Week of March 22nd  
SCHUBERTIANA

Comprised of the Following Excerpts

- (a) MARCHÉ MILITAIRE
- (b) MOMENT MUSICAL
- (c) UNFINISHED SYMPHONY
- (d) SONG OF LOVE

Romberg's adaptation of UNFINISHED SYMPHONY



**Fanchon & Marco**  
Present  
**Cottage**  
Small  
**IDEA**  
MADE IN CALIFORNIA

**THE SUN NEVER SETS ON THE FOSTER GIRLS**

**Allen Foster's**  
**World Tours**

England, France, Germany, Holland, Belgium, Italy, Austria, Russia, South Africa, Australia, New Zealand, India, Canada and the United States

JOIN THE FOSTER GIRLS AND SEE THE WORLD—EVERY NEW FOSTER TROUPE HAS A NEW IDEA  
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344 W. 72nd St.  
NEW YORK CITY

AMERICAN REPRESENTATIVE  
**CARRILL-SANDERS**  
1560 BROADWAY, N. Y.

## EDUCATIONAL CAMPAIGN ON SOUND FILMS

### Great States Informing Public of Difficulties And Differences

Chicago, March 26. An extensive educational campaign on sound pictures, including explanations as to why synchronization is not yet all that might be desired in quality, has been started by the Great States Circuit.

One of the initial moves is the instruction to all house managers to make sure that no sound picture is incorrectly labeled. Managers have been furnished with specially printed labels reading: "All Talker," "Part-Talking," "Synchronized Sound" and "With Sound." If a distributor's bill post sheets identify a part talker as a talker, the

### Relatives

Chicago, March 26. These relatives: A Chicago picture house owner had his sister-in-law in the boxoffice and one of his cousins at the door.

After a heated argument he canned both of them. The next week his gross jumped \$300.

manager is instructed to identify it correctly with his labels.

Public is being familiarized with the difference between the various types of synchronized pictures through advertising and publicity matter.

### Result of Squawks

This educational campaign was decided upon after the circuit had received some of the squawks that are being heard all over the country. Customers unfamiliar with the terms claimed they thought sound meant a talking picture, or that a part-talker would be an all-talker.

Included in the campaign is a series of instructive feature articles for newspapers prepared by Madeline Woods, head of the Great States publicity office, describing the difficult production of sound films and intended to counteract the general criticism wired programs are receiving.

### NEAR DISASTER

Cattletown, N. Y., March 26. Three wide exits, two leading to fire escapes and the third to stairs opening on the street, prevented a holocaust here last week when film burst into flames in the operator's booth and spread rapidly to the auditorium in cold Pelham Hall. Blaze occurred in the afternoon when half of the audience consisted of children.

Both operator, Frank Green, was knocked to the floor by the explosion, and as he attempted to beat out the flames with his hands he became unconscious.

Total loss near \$10,000, with no one badly injured.

### Progress in Saugerties

Saugerties, N. Y., March 26. By a majority of 77 votes this village settled an old issue to legalize Sunday movies at the annual spring election.

The issue has been before the village on numerous other occasions. First Sabbath movie was shown Sunday.

### Featured Dancers

JOHN MURRAY ANDERSON'S "LACES AND GRACES" UNIT

## THE TOMMY ATKINS SEXTET

and

## NELL O'DAY

Paramount, New York (Week of March 30)

DIRECTION WM. MORRIS

## HIP AND CAMEO, N. Y., GOING SOUND FOR RUNS

### "Godless Girl" at Cameo Mar. 30—"Syncopeation" at Hipp April 6

Opening date of the R-K-O Cameo, New York, as a run sound film house is March 30, with DeMille's "Godless Girl" (Pathe) the feature.

"Girls" run will be regulated by business. Early plans are for three to four weeks with other pictures to follow on that schedule.

Policy will be a grind at \$5 cents per seat, present pit orchestra to be dropped but the two organists retained. Recent results of its former film (straight) stay on full week dates have been red grosses.

"Godless Girl" was originally scheduled for a \$5 two-day run at the Gaity, New York, about a year ago. Another tentative plan had it slated to open the straight film policy at the Hippodrome. DeMille was said to favor a spec showing in New York, although the picture is already on the general release lists out of town.

Hippodrome's opening, straight sound film bill, week of April 6, may be with "Syncopeation," the Metro Pictures production starring Fred Waring's Pennsylvanians. Hipp will also operate under a pop priced grind policy. Final vaude bill booked into the Hipp by Keith's is for March 30.

Stage presentation in addition to the film will feature Vincent Lopez and band, with two or three specialty acts all on Follies. Film policy may be discontinued for un-audited stral. Picture idea following "Syncopeation" stay on the Keith exploitation staff to handle the Hipp and Cameo.

### Censor Repeal Dead

Albany, N. Y., March 26. Once again repeal of the motion picture censorship commission has been defeated in the New York legislature.

The assembly refused to support a motion by Minority Leader Maurice Bloch to discharge the committee from further consideration of the Steingut bill. The assembly took a party vote.

### CASHING ON CONFUSION

Pittsburgh, March 26. Harris, downtown vaudeville, cashed in last apostrophe exploitation across the way at the Grand (Stanley-WB). Grand has "Sonny Boy," with Davy Lee splashed across the house as the child star of "Singing Fool." So the Harris pulled in "The Singing Fool" for the first three days and a lot of fans didn't know difference.

Much confusion locally over the two pictures anyway, many thinking they were the same one account of the song.

## SCHOOL'S SOUND

Worcester Academy Getting First Small Vitaphone Equipment

Worcester, Mass., March 24. Worcester Academy is soon to receive as a gift from Harry Warner the first of the new model Vitaphone projectors to small schools. Under plans made last summer, the school was to be honored with the first of them.

Word of the gift was received from Louis Warner, son of Harry Warner, who graduated from the Academy last year. Warner Hall, formerly the old gymnasium, was transformed into a miniature theatre while Louis Warner was a student. It seats about 275 persons.

## New Big Fox Theatre Reported for Albany

Albany, N. Y., March 26. A skyscraper theatre and office building is planned for Albany on the site of the New York State Farms and Markets building at State and Lodge streets and extending back one block including the Christian Brothers' academy. Negotiations are being completed for the purchase of the site. New York are to finance the structure for the New York Power and Light Corporation.

New building would not only house the offices of the New York Power and Light Corporation, but will provide a large theatre for William Fox. It is reported in Albany, the power company leasing the theatre to Fox. Deal involves \$2,000,000 for purchase of sites alone.

## STILL ON "FOLLIES"

Dave Butler has been called in to direct dramatic sequences of Fox's Movietone Follies, with Gontier, Conrad and Mitchell also aiding in the staging.

Picture will probably follow "Christina" at the Gaity, New York.

## SCHWARTZ'S WIRE

A. H. Schwartz has wired his Merrick, Jamaica, L. I., and will test out the W. E. equipment this week.

Schwartz is keeping Howard Emerson and his orchestra for stage presentations. Letter was to have gone to the new Queens Village house for Schwartz.

## Blank Gets \$3,000,000, Publix Takes Control

Publix has acquired complete control of the Blank Circuit for approximately \$3,000,000. Deal includes about 25 theatres in Iowa, Nebraska and Illinois, with de luxe houses in Omaha, Des Moines, Cedar Rapids, Duquenois, Rock Island and Waterloo.

Publix has had a 40 per cent interest in the chain and has been operating. A. H. Blank states he will vest with future plans indefinite.

Announcement of the move was made last summer but denied by all concerned at that time.

## CLEVELAND'S WONDERPHONE

Another sound device on the market is Wonderphone, now being shipped about 25 theatres in Ohio, New York, Pa., this city. Equipment is constructed to reproduce both sound on film and disk. Manufacturers are selling at a low price.

M. O. Mattlin, piano and sound expert, is president of company. Don Canady, projectionist, is in charge of production.

## TRAVELER'S STATEMENT

Publicity matter sent out from "Traveler's" Cinescenes Co., Inc., states it has acquired "the much coveted rights to the patent of the photo-electric cell."

This, states the mimeograph, gives the firm 70 or more patents of Theodore Naliken.

## HORACE HEIDT and His Caroling Californians

Now Playing  
Most Popular Theatre  
in the West

## LOEW'S WARFIELD San Francisco

With Fanchon and Marco "Ideas"  
"Best in the West"

## JERRY ROSS

Producer  
M. C. and BAND LEADER  
CAPITOL, JACKSON, MISS.  
DIRECTION WM. MORRIS OFFICIAL

## EASTMAN, DUPONT, AGFA—STRAIGHT OR PANCHROMATIC 35 MM. ONLY

STUDIO ENDS	TESTED AND MADE INTO
100 foot Rolls, 16 feet Black Leader each and	\$2.75
100 foot Rolls, 16 feet Black Leader each and (on spool)	2.25
Same on the New Bell & Howell spool	2.75
134 foot pieces for Super 8 for \$1.75 for \$4	
25 foot pieces in individual cans 134 foot in 1,000 foot line only	
White Negative Leader, \$2.50 per 1,000 feet	

ALL FILMS SHIPPED C. O. D.

## FRED C. DAWES

Negative Stock Library  
1426 Beachwood Drive, Hollywood, Calif.

My Compliments to the Chicago Theatre Staff

# DO THE CLIFF CRANE

## Premier Danseuse

Now Appearing at the Chicago Theatre, Chicago, for SIX WEEKS in a REPERTOIRE  
OF NEW DANCE CREATIONS

# CLIFF CRANE

FEATURED WITH BORIS PETROFF'S "FORE" UNIT

PARAMOUNT, NEW YORK, THIS WEEK (MARCH 23), Entire Publix Tour to Follow

Direction WM. MORRIS

Thanks to MAX TURNER and NAT KALCHEIM





# —take a tip from Edwin Schallert—

Coast Reviewer and Special  
Representative of Los Angeles  
Times and Motion Picture News

## "The New **MARY PICKFORD** proves a Sensation in the Dialog Version of **COQUETTE**"

"Score another sensation for the talkies. 'Coquette' will be just that. In it MARY PICKFORD has made the transition to the new medium with Flying Colors. This feature, which is all-dialog with no silent version even scheduled, is an emotional thriller and proves that Mary is a pioneer in voice film just as she was in the mutes of the olden days.

"**MARY PICKFORD has made a great picture**—one that will win her a new public."

"'Coquette' is concentrated pathos, climaxing in scenes where a girl is torn between her love for a boy and devotion to her father. There are two scenes that will have audiences nearly hysterical, but despite the fact that most women will be a wreck for the balance of the afternoon or evening on which they see the picture—THEY WILL NOT WANT TO MISS IT."

### Now! Wired Theatres—Take a Tip From Us!

"Coquette" will be released **ONLY** as an  
**All-Talking** (United Artists) **Picture!**

GET YOUR DATE SET AT ONCE FOR THE  
GREATEST BOX-OFFICE PICTURE EVER MADE

# Making Box-Office History Wherever It Plays!

WILLIAM FOX  
Presents

## HEARTS IN DIXIE

FOX MOVIE TONE All-Talking, All-Singing, All-Dancing Musical Drama of the Southland



**FIRST SUNDAY** Gross at **UNITED ARTISTS THEATRE, Los Angeles. BIGGEST in HISTORY of THAT HOUSE.**

### FIRST WEEK'S BUSINESS

Exceeded Gross of Any Picture in That House Since  
Introduction of Sound Policy

Now Completing Its **3rd TREMENDOUS WEEK!**

**BROKE ALL EXISTING HOUSE RECORDS**  
at **LELAND Theatre, ALBANY** and **NOW**  
**PLAYING to TERRIFIC BUSINESS at**  
**HIPPODROME, Cleveland.**

**Now Playing GAIETY Theatre, N. Y. at \$2**

Wind up your **BOX-OFFICE**  
and put on another  
**RECORD from**



# MUSIC TAX PASSING

(Continued from page 4)

additional two years in order to make both of them coincide for expiration in 1932. Many publishers have not, as yet, signed. They figure that they have two years in which to make up their minds until the prior covenants expire and, what's more, with the picture business what it is, there is no sense in tying up unnecessarily for so far in advance.

Electrical Research Products, Inc., is the subsidiary of Western Electric. ERPI licenses the motion picture and vitaphone equipment for production and protection. RCA Photophone, Inc., is a distinct branch, allied with General Electric, but both going back indirectly to the same source, the American Tel. & Tel. ERPI guarantees the A. S. C. A. P. \$100,000 and \$125,000 for the first two years, against seat tax computations of 3½¢ for the first year, 3½¢ for the second and third years and five cents straight for the remaining years of their contract.

E. C. Mills, as trustee and head of the American Society, is now urging the publishers to renew with the American Society. "For one thing," he to world rights, we are of the opinion that the publishers will gain a substantial advantage by vetting them in the society," he further writes the present members.

In the meantime, the radio, electrical and picture interests are buying up catalogs of musical copyrights. Their affiliations with publishers give them a strong in for the exclusive enjoyment of these rights. They may do whatever they wish with them. The picture business, fast reaching the status of a split-up between two or three gigantic theatre and producing

chains, would be in position to interchange its music.

"Wired wireless" is fast becoming a factor. Already Wired Radio, Inc., has fortified itself with its own catalog of copyrights. Warner Bros. have been mentioned off and on as propositioning almost every big publisher in the music business. There is a \$20,000,000 standing bid from the Radio Corp. to buy out the big six of the Music Publishers' Protective Association. Only this past week there was a report that Fox and DeSylva, Remick, Brown & Henderson, Inc., Remick & a third firm. Denials from both sides are issued promptly although Winfield Sheehan for Fox, referred Variety to the publishers.

Take the Fox-DeSylva alliance, now merely a working agreement, with no partnership existing, as with Warner-Winmark or Metro-Robbins. Since Fox controls M-G-M, inevitably the Robbins Music Corp. will have both the Metro and Fox pictures tied up. It is to M-G-M's best interests, especially since David Bernstein and Louis B. Mayer are giving the music adjunct so much attention.

The picture companies now have the cream of the songsmiths working for them. The picture biz is a life-saver for the music men. From Irving Berlin and DeSylva, Brown & Henderson down, up or either way, they're all writing for the screen. The screen has given them phenomenal hits at a minimum of exploitation cost. It is staggering to music industry, this power of the screen to reach an audience never before approached, and thus induced to purchase copies and records. With piano biz at a standstill and radio long since drying up the records, the talking screen has resurrected both. When the saturation point was formerly viewed with dismay, hits like "Ramona" and "Sonny Boy" exceeded by far that supposed point.

The damage to the American So-

## Sound-Silent Split

Chicago, March 26. Hollywood theatre grind neighborhood house, is inaugurating a split policy of silent pictures the first half of the week and sound the last half.

Many neighborhood exhibitors feel they can't afford sound pictures every day.

city may come from the possible inducement of the music adjunct as an aid to exhibitor sales. Perhaps the picture companies with the best music available will throw that in as a service on a "to boot" inducement for rental contracts. Indeed, with the chains controlling their own releasing channels, maybe the exhibitor will be of little importance. It may mean the sole and private benefit to the circuits through the saving of heavy music license tax fees formerly paid by the American Society; sums that are fast approaching \$1,000,000 a year in seat tax income to that organization, the major portion of which is derived from the picture theatres. That music is 50 percent of the picture was an old axiom which Variety plugged off and on. With sound synchronized to the screen, its percentage relatively has increased in value. If anything, now it is brought home to the picture people as a very important adjunct.

## CITY FATHERS ORDER WIRE

Platteville, Wis., March 26. City fathers are closely in touch with the amusement business. Last week when they discovered that specifications for the new municipal building, now under construction, did not cover sound equipment, they immediately ordered the additional wiring.

## T-S's Synchronizing

Los Angeles, March 26. Tiffany-Bialk has started synchronizing musical scores and adding dialog to seven of its completed pictures at the Bennett studios. Musical scores are being arranged by Dr. Hugo Riesenfeld.

## SELLING AND BUILDING

Fischer's Majestic, Madison, May Go—Report New Capital

Madison, Wis., March 26. Negotiations are pending this week to sell the Majestic here to a group of business men who propose to raise the theatre and erect a store and office building in its place. House, owned by the Fischer circuit, is the second belong to that outfit to be sold. A few weeks ago the old Madison, formerly the Grand, was turned over to a drug company.

Chicago, March 26. Fischer-Parmentum, which recently disposed of its holdings in Wisconsin to the Brin circuit, is reported to be working on new capital for the building of theatres through Wisconsin.

## Delabar Resigns

Los Angeles, March 26. H. G. Delabar, treasurer and controller of Fox theatres out here, has tendered his resignation effective April 1. He contemplates joining the staff of a stock and bond concern in Seattle. Delabar came here more than two years ago with John Dillon when the latter was supervising the interests of Hayden, Stone and Company in the old West Coast organization. When Fox took the company over he remained in the same post he previously occupied.

## Boards' 23,869 Cases

Where 11,197 claims, totaling slightly over \$2,000,000, were disposed in 1924, the Arbitration Boards handled 23,869 controversies involving \$4,503,474.75 during 1928. This was included in the report to the board of directors made by Will Hays Monday.

## Chain Stores Scrambling For Mid-West Footage

Decatur, Ill., March 26. Chain stores scrambling to get location in prospective mercantile centers in middle west towns are netting property owners glorious long term leases at figures they never dreamed of.

In this city the P. & W. Grand 5-10-25 stores, which has been snapping up frontage, last week concluded a 30 year lease upon the Bijou theatre building, Great States Theatre Corp., owned, with total rental of \$28,888. Lease isn't effective until April 1, 1933, the Great States holding the property until that time and according to Thomas Roman, local manager, expecting to occupy the theatre until then. Grand's total rentals in the block, all under 30 year contracts, are \$1,964,000.

Great States only recently acquired the Bijou from A. Siegfried.

## Oriental's Runs

Balaian and Katz's Oriental, Chicago, "the house that jazz built," is to abandon its stage units in favor of a long run straight picture policy. Oriental is now the only theatre in the loop using stage bands. Public figures there's more net profit on straight pictures here according to report.

Roosevelt, now an extended run house, will revert to its regular chance policy.

## Newark Anniversary

Stanley, Newark, N. J., is celebrating its second anniversary this week.

Stage show, produced by Harry Crull, consists of the Seven Trumpeters and the Triana Sisters, and a singing ensemble of 16.

**TED & JACK DALE**  
PUBLIX "VOLCANO" UNIT Dir: William Morris

**VIVIAN FAY**  
DANCING STAR OF "GOOD NEWS"  
Now Featured in Fanchon and Marco's "FANTASIA IDEA"  
WEEK OF MAR. 29, WARFIELD, SAN FRANCISCO  
With Appreciation to Fanchon and Marco

For the convenience of players,  
writers and stage technicians

**WILLIAM FOX**  
announces  
the establishment of Broadway Offices at  
**1776 BROADWAY**  
(Northeast Corner of 57th Street and Broadway)

with

**ALFRED LEWIS**

as the

Eastern Representative of the Fox West Coast Studios

Telephone Numbers 9632-9633  
CIRCLE 9634-9635

# WE TAKE PLEASURE IN ANNOUNCING TO

Motion Picture Exhibitors  
Mechanical Recording Companies  
Orchestra Leaders, Organists  
Vaudeville Performers  
and the  
Music Trade in General

WE ARE THE PUBLISHERS OF THE FOLLOWING SONGS:

## "LITTLE PAL"

## "WHY CAN'T YOU"

## "USED TO YOU"

## "I'M IN SEVENTH HEAVEN"

Words and Music by

AL JOLSON    B. G. DE SYLVA    LEW BROWN and RAY HENDERSON

All of the above songs featured by

# AL JOLSON

THE WORLD'S GREATEST ENTERTAINER

in his new

WARNER BROS.' VITAPHONE PRODUCTION

## "LITTLE PAL"

N. B.—The release date of these songs to the profession in general will be announced at a later date.

## DE SYLVA, BROWN & HENDERSON, Inc.

ROBERT CRAWFORD, Pres.

745 7th AVE.

NEW YORK CITY

# HAVE ' JA HEARD 'BOUT IT?

Stopping Every Show, Every Day!  
In the Boris Petroff Production, "Fore," for Publix

*If You Haven't, You Will!*

# WILTON CRAWLEY

THIS WEEK  
PARAMOUNT  
NEW YORK

NEXT WEEK  
PARAMOUNT  
BROOKLYN



**WORLD'S GREATEST COMEDY CLARINETIST**

"VARIETY" Says:

"A solid hit—topped everything—a remarkable versatile comedian—acrobat—and clarinet player rolled into one."

**A RECORD BREAKER FOR THE OKEH RECORDS**

**A HIT IN "BLACKBIRDS"**

**AUTHOR AND COMPOSER OF 200 SONGS**

**A SENSATION IN SIGHT AND SOUND**

**A GREAT TALKING PICTURE BET**

Direction **WILLIAM MORRIS**  
Thanks to **NAT KALCHEIM**

**R-K-O EDWARD KELLER**

# THEY CAME

"The Divine Lady" is an object of rare beauty, adapted, mounted and photographed by loving hands. An evening of almost continuous enchantment. A fine and affecting piece of work. If you are one of those persons who like nice, handsome people and things, here is one of your first stops."—*N. Y. World.*

"One of the handsomest things in town." — *Herald Tribune.*

# THEY SAW

"Thrilling romance in 'The Divine Lady,' due for long stay. Looks as if it is set to make a hit with exhibitors, too. Battle of the Nile is a stunning affair, replete with thrills. 'The Divine Lady' is as glamorous and romantic a figure as a fairy-tale princess." — *N. Y. American.*

"Corinne proves a delightful Lady Hamilton." — *Daily Mirror.*

# THEY WERE CONQUERED

"By far the finest piece of directorial effort that Frank Lloyd has given to the screen since 'The Sea Hawk.' Corinne Griffith has one of the most interesting roles of her career. She is exquisite and at times takes on a beauty that is almost ethereal. First National has not only spent a vast outlay of money but has assembled a perfect supporting cast." — *Morning Telegraph.*

"A great picture, which we heartily recommend. Miss Griffith is divine. Surpasses any and all of her past performances. Lloyd hasn't given us anything as fine as this in the way of spectacle since 'The Sea Hawk.'" — *Daily News.*

"The Divine Lady' enriches filmed archives of history: Story of Nelson, Lady Hamilton and Trafalgar eye-filling and impressive. Audience impressed by the magnitude of its scale and the prodigal extravagance of its settings." — *N. Y. Telegram.*



already  
topping them all at \$2.00 top  
on Broadway!

## CORINNE GRIFFITH in THE DIVINE LADY

With H. B. Warner, Victor Varconi, Ian Keith, Maxie Dressler. Produced by Frank Lloyd, who made 'The Sea Hawk.' Presented by Richard A. Rowland.  
Theme Song, "Lady Divine" Published by M. Witmark & Sons.



## Portable Sound Flips, Exhib Makes Apology

T. W. Wisner, manager of the Oakland theatre, Warwick, N. Y., discontinued the vaudeville policy of the theatre and installed an independent portable sound device, with results apparently so disastrous that Wisner wrote a letter to the local paper offering an apology to his public.

The letter said in part: "The Oakland theatre takes this opportunity to express its regret that the talking pictures last Wednesday were a complete failure. 'We have had so many people ask us when we were going to have talking pictures that our desire to meet this demand caused us to book the unfortunate affair of last week without first having heard it. Some people have said that we should never have allowed the talking part of the program to be given in the evening after having heard it in the afternoon and we would have stopped had we not been bound by a contract that we could not get out of.'

## CHICAGO ODORS

Piccadilly and Diversary theatres were stench bombed within a week of each other. Piccadilly, owned by the Schoenstadt, was the victim Sunday night, while the Diversary, recently opened by the Ascher Bros., had the same fate a few days previous. Both houses and some labor trouble.

## IRVING ROSE

KRAZY ELBOW DANCER  
Week Apr. 1, Strand, Vancouver  
Featured by FANCHON and MARCO

DAVE  
HACKER  
"THE DANCING MANIAC"  
Featured in FANCHON and MARCO'S  
"INDIAN SUMMER" IDEA

ROSE  
VALYDA  
Featured in FANCHON and MARCO'S  
"COTTAGE SMALL" IDEA

## HANDERS and MILLIS

TEXAS THEATRE, SAN ANTONIO, TEXAS  
WEEK OF MARCH 31

FROM THE SAN FRANCISCO "CHRONICLE"

"Handers and Millis have the gift of natural comedy. They get more laughs out of nothing than most comedians can with the aid of a whole orchestra."  
—Now with Public theatres.

## Turning Loose "Melody" All Over Next Month

"Broadway Melody" will be released in the Loew houses this week and all over the country during April. Report is that M-G-M wants to get the picture rolling because of the flood of similar subjects either recently released or nearing that state. This action kills off its key city \$2 career although it will continue at the Astor, New York, at this scale.

Picture opens at McVicker's, Chicago, March 30, for a run of 25 cents top. Understanding is that B. & K. offered \$100,000 for the Loew, but this proposition was turned down. On a percentage basis it is expected the film will give M-G-M from \$150,000 to \$175,000 on the McVicker stage.

## Fox's Schine Pick

Authoritatively reported that Fox has reached a final agreement with the Schine interests, under New York state houses. Deal in such that Fox will only assume those theatres he desired, or the pick of the crop.

Understanding is that Universal, which holds a 25 cent interest in this chain, has been satisfied with details unavailable.

## EMIL'S DIALOG DIRECTOR

Los Angeles, March 26. Victor Schotzinger, who directed Emil Jennings' first talker, "The Concert," Jennings has been perfecting his English for the past six months although the role calls for a decided accent. Show was played years ago by the late Leo Dietrichstein.

Ludwig Berger was originally assigned to direct, but Paramount decided as there will be dialog it would be better to put an American director on the production. Berger, who is German, will get another assignment.

## SENATOR'S SON ON BOARD

Los Angeles, March 26. E. G. Watson, son of Senator James E. Watson, of Indiana, new floor leader of the U. S. Senate, has been elected to the board of directors of Quillon, indie talker.

Watson will act as personal representative of Samuel Freedman, proxy of company.

Lewis Milestone, due to direct Lupe Velez on her return from the east, has been shifted to direct Norma Talmadge. Story still untitled, will be all dialog and modern. Gilbert Roland will play the heavy instead of the male lead, yet to be selected.

## Sound Protest

Los Angeles, March 26. Recent check on two major picture houses in Glendale, Cal., showed the Glendale, a wired house, doing less business than the Alexander theatre, which up to now has been silent. When the latter announced it would soon be with the plan of protests came from patrons.

Glendale is a suburb of Los Angeles, with a population around 150,000.

## Minn Owners Prepare Fight on Tax Bills

Minneapolis, March 26. Minnesota theatre managers are up in arms to combat two proposed legislative bills considered inimical to the theatrical business. Under one of the measures gross receipts from pictures, dramatic and musical performances and circuses, side-shows and carnivals would be subject to an occupational tax of five per cent. The other proposed law provides for an occupational tax of two cents per foot on all picture films produced or exhibited in the state. Bill would require the percentage cut on the films every time they are run. If a theatre played a picture five different times it would be forced to deduct the two cents tax per foot on each showing.

In both instances, representatives from small towns are the authors. Theatres in Minnesota have been having tough sledding and these laws, it is declared, will sound the death knell for many of them. Commenting editorially on another bill before the state legislature prohibiting robberies and murders on the stage and screen the Minneapolis Tribune asserts that, "as a piece of ally and futile censorial meddling, it would be difficult to match this proposed measure."

## Theatre Indictments

Cleveland, March 26. Harry Goldberg, of this city, one of the four promoters of the proposed Crystal-Capitol Theatre Company's new show house in Anderson, Ind., has been indicted for false pretense.

Work on the theatre stopped several months ago, pending settlement of a dispute between promoters of the enterprise. In addition to Goldberg, indictments were returned by county grand jury against Floyd Kelsa, president of the Crystal-Capitol Co., Indianapolis; G. H. Harless, general manager of the company; Joseph Cosco, of Detroit; and Harry Muller, local theatre owner, as a result of the investigation.

## U DROPS CAL DIVISION

Los Angeles, March 26. Universal Chain Theatres is abandoning the division management plan embracing its houses in Santa Ana, Whittier and Fullerton, Cal. J. Ed Buell, who has been in charge, has resigned and houses hereafter will be handled individually. Louis Cohen, in charge of realty for U, engineered the change.

## Senate, Chi, Going Split, And With Own Reason

Chicago, March 26. Senate, B. & K. neighborhood straight sound stand, Saturday goes from full week to split-week change. Admission cut is from 50 to 40 cents.

Advertised reason is, "that so many great pictures are being made this year the house is forced to play two each week in order to show all the best ones."

## Ohio Won't Censor Talkers For at Least Next 2 Years

Cleveland, March 26. Talkers will not be censored in Ohio for the next two years, at least, as no changes will be made in the present censorship of pictures. This was decided last week by state legislature when it voted unanimously to kill all censorship bills before it.

Reformers who have been lobbying the Johnson bill, to apply censorship to the talkers, took a terrific beating. Another one killed was Johnson's bill to raise rates for films from \$2 to \$4.

Senator G. H. Bender, of Cleveland, also agreed to kill his constitutional measure that would abolish all existing censorship, since the legislature was willing to sidetrack talking censorator.

## L. A. 5,500-Seater

Los Angeles, March 26. Fox is dickering with the Eastern Outfitting Company for the latter to build a 12-story office building to contain a 5,500 seat house.

Location is at Broadway and Ninth near the present site of the Majestic (legit). Fox to take a 45-year lease.

## SOUND TITLE TRAILER

Los Angeles, March 26. Something new in synchronized titles is included in M-G-M's trailer for "The Sign of the Cross." Sales talk mounted on an animated background similar to that used in the art background of the old silent pictures.

In this particular trailer, a banjo appears in the upper left hand corner playing hot strains for a pair of dancing feet in the lower right hand corner of the frame. Pete Smith, studio publicity director, invented the idea.

## Auto Control of Volume For Theatres by W. E.

Western Electric engineers are experimenting to automatically correct theatre volume with the flicking and emptying of a house, eliminating a lot of the guess work which is now left to the operator as the number of patrons vary.

At Paramount's Long Island studio it is known that WB men are endeavoring to achieve a substitution for the present use of levers. This is now described as centering around the knob dial system used in radio amplification. By the latter means it is believed intentions of the voice, especially of the singing artist ascending the scale, can be caught and expanded with far greater naturalness than by the present standard method. New system is called Automatic Volume Control.

Ignorance is maintained at the electric's headquarters of both of these new departures.

## F. & M. NEW TALENT DRIVE

Los Angeles, March 26. Fanchon and Marco have launched their second "opportunity contest," tying up with a newspaper in each of the principal cities and towns from San Diego to Vancouver and as far inland as Salt Lake. In addition to contracts to appear in F. & M. "Ideas" the winners will share in scholarships and prizes.

## In Production "THE GREEN GODDESS"

Starring  
GEORGE ARLISS

Direction  
ALFREDE E. GREEN

A Warner Bros. Vitaphone Release

## The Booking Agent Wants You—Quick!

An important part in a new production—just starting out on the road!

You'd hate to be out when the booking agent phones. He'd probably call someone else if your phone didn't answer. Why take such chances? Let T-M-B take your calls when you're out. T-M-B, the Telephone Message Bureau, is the newly discovered, modern method of maintaining constant telephone communication.

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INGENUE

SOUBRETTE

# FORE FAYE

With Boris Petroff's "FORE" Unit  
PARAMOUNT, NEW YORK, NOW, WEEK MAR. 23  
NEXT WEEK MANHATTAN, BROOKLYN

Entire Public Tour to Follow

DIRECTION LYONS & LYONS  
COMEDienne

THANKS TO PAUL ROSS AND PHIL TYRELL

SO WHAT!





# THERE'S SOMETHING FUNNY ABOUT THIS!

WHAT *Film* DAILY SAYS  
"At the Dentists"—Pathe  
*A Hit*

Type of production... 2 reel comedy all-talker. Chalk this down of the ones you can't afford to miss. It's sure fire anywhere as a laugh-getter, and George Le Maire as the dentist piles up the laughs, ably seconded by Louis Simon as the first victim, George Gould as a prize fighter, Helen Knapp as the latter's wife, and Susan Conroy as the nurse. Le Maire has set a high standard in this, his initial production. The skit is cleverly gagged, and expertly directed by Basil Smith. The laughs are beautifully timed, and to us it looks like a model in this respect for all the rest of the sound slingers to shoot at. The first victim, Louis Simon, registers his audible terror, thinking the dentist is murdering a patient in the chair. But the highlight is the climax, with the prizefighter in the chair, and the first victim siding the dentist in pulling out all his good teeth at the wife's orders. The lines are all spoken, and they are natural laugh-getters. You can't go wrong on this.

Pathe has produced some all talk comedies with George LeMaire, of Broadway fun fame. When we screened them Harry Scott said they were good.

John Flinn took them out to a tryout house nearby and practically wrecked the place with mirth—so he reports.

Phil Reisman heard about it and suggested that we release them to the trade for current consumption. He's commercial.

However, we have decided to limit the distribution of these comedies to only 250 prints of each subject.

## GEORGE LEMAIRE

*Pathe presents a New Sensation in Talking Comedies*

A Series of 12 Original All Talking Comedies featuring the leading funsters of the Broadway Theatrical World.

*Now Completed*

"AT THE DENTIST"

with  
GEORGE LEMAIRE LOUIS SIMON

"DANCING AROUND"

with  
GEORGE LEMAIRE JOE PHILLIPS

"HER NEW CHAUFFEUR"

with  
LOUIS SIMON VERREE TEASDALE

"WHAT A DAY"

with  
LOUIS SIMON KAY MALLORY



GEORGE LEMAIRE  
Broadway's foremost  
comedy creator....

PATHE — LEMAIRE

## ALL TALKING COMEDIES

*Strictly reserved for the exclusive use of the customers of Pathe*



# Just around the Corner —The Pacent Film Attachment

## *The Finest Sound-on-Film Device Ever Built*

**O**VER six months ago, Pacent engineers started a survey of all available sound-on-film devices. These devices were thoroughly examined and subjected to rigorous tests and were found wanting.

It was thereupon decided by Pacent Reproducer Corporation to devote whatever time was necessary to the development of a sound-on-film device which would set new standards in the quality of sound-on-film reproduction.

With the assistance of six additional consulting engineers, the Pacent Sound-On-Film Device has been developed with no saving of time or expense.

We can say, without fear of contradiction, that the Pacent Sound-On-Film Device, resulting from the combined labors of Pacent engineers and consultants, is the finest and most efficient ever built. It is just around the corner!

## *Deliveries Start May First*

The Pacent Film Attachment is already in strong demand. Dozens of orders are now in our hands.

Deliveries on the remarkable new attachment which fits right on the present Pacent Reproducer machine will start May First.

Substantial production of the device begins within ten days. Orders will be filled in order of receipt.

The price is \$500 per attachment, the lowest price ever placed on a quality film attachment. Two attachments required with each Pacent Reproducer System.

# PACENT REPRODUCER CORP.

FILM CENTER BUILDING, NEW YORK, N. Y.

Sales and Service Representatives Throughout United States and Canada. Write for List

LOUIS GERARD PACENT, President  
Chickering 7950-48-49-51-52

## Great States Houses Now Broadcast Bills and News

Chicago, March 26. All of Great States' 15 wired houses are now equipped with broadcasting microphones having loud speakers under the canopy outside the theatre.

Mike is installed in the manager's office. Between broadcasting phonograph records he announces what's showing inside and what's going to be shown.

Some of the managers have effected tie-ups with local dailies, and broadcast news flashes at intervals.

## No Lamb Evidence

No evidence that George A. Lamb sold any stock here in connection with the Combined Sound and Films Co., operated by him and W. D. A. Johnson, has been unearthed by the local Better Business Bureau.

After visiting an address on west 42nd street and finding it but a hole in the wall occupied by a steno, the Bureau has abandoned the investigation which was prompted by a query from the Boston branch.

Lamb's headquarters are in Boston and it is there that evidence will have to be obtained unless complaints are filed here, it was maintained by the local Bureau.

New York State's Attorney General's office has adopted the same attitude, it is said.

## FAMOUS

**B. B. B.'s**

Brooklyn before Broadway  
Coffee Dan's, Los Angeles, Cal.

**THE INCOMPARABLE BILLY SNYDER**

7 Pieces and a Baton  
Golden Gate Theatre, L. A.  
Ask My Men: HARRY SGOBARMAN  
Junior West Coast Circuit, Inc.

## Singing Salesmen

Film salesmen with voices figure in future to have an edge on their brethren. That or the smart ones will split with song pluggers.

Middle West reports one division manager who is selling his product by singing the theme songs to exhibitors.

## Wagon Names Theatre After Marion Davies

San Francisco, March 26. When W. B. Wagon reopened the Cameo, March 30, acquired recently from Universal Chain Theatres, it will be renamed the Marion Davies and operate as a straight sound house, similar to Wagon's Embassy.

Opening feature will be "Sonny Boy," with second attraction to be either "Hearts in Dixie" (Fox) or "Show Boat" (U). Wagon has arranged for a turn of five stars and executives for the opening Saturday night.

## QUALITONE IN THREE

Los Angeles, March 26. Fox's Coast Junior theatres have contracted for Qualitone installation for the Granada in Ontario, Cal. and the Redlands, Redlands, Cal. As yet no provides for completion in 10 days.

Boulevard, Oakland, Cal., 800-seat house, played its opening show with Qualitone equipment.

## MOTORCYCLE CO.'S SOUND

Chicago, March 26. From reports the Excelsior Motor Cycle Co. have bought a controlling interest in Dramaphone.

Dramaphone is a disk synchronous device which has recently perfected a sound-on-film attachment.

## FRANKLIN HOME

Los Angeles, March 26. Harold B. Franklin returned from a week's stay in New York.

Marco, of Fanchon and Marco, will not return, until sometime this week.

## Chi. Chain Shakeup

Chicago, March 26. An extensive shake-up of house managers on the Lubliner & Trint Circuit went into effect Monday, the second within three months.

E. Nikodem goes from State to the Covent, replacing A. Bisset, who goes to the Pershing. P. Stevens is removed from the Oak Park to the State, with M. Schieber, manager of the Oak Park. Dan Lubliner, from the Pershing, moves to the Viagraph, while P. Solomon goes from the latter house to the Paramount.

M. Knudson transfers from the latter to assistant manager of the Congress, with M. Katz moving from the Congress to assistant at the Covent. M. Wallace from the Covent becomes second assistant manager and chief of service at the Congress.

## LIPSTONE NOT ON BOOK

Chicago, March 26. In last week's issue of Variety Louis R. Lipstone was erroneously credited with having been appointed booker for B. & K. houses. Lipstone's new position as assistant production manager will not throw him into contact with book- ing duties at all.

Morris S. Silver, private secretary to A. J. Baibian, will continue as a booker for B. & K. as well as remain western booking manager for Public.

## RE-SIGNS MOOS

Los Angeles, March 26. Sigmund Moos has been reinstated to his old job as head of Universal studio's leasing department.

Former employee of the Laemmle organization was recently let out, but when Carl Laemmle, Sr. returned he was re-hired.

## STOCKTON HOUSE REOPENS

Los Angeles, March 26. After being dark for two months, due to a controversy with projectionists over the number of operators to be employed, the Fox State, Stockton, Cal., reopened March 23.

Polity is sound pictures. Both sides made concessions.

## R. & F. Dickering With Fox on Northwest Deal

Los Angeles, March 26. Al Rosenberg and Al Pincola, operating a number of theatres around Seattle, are negotiating with Fox for the purpose of organizing a separate corporation to take over houses of the two parties one of the smaller cities in the northwest and which come under the Fox-West Coast banner.

About nine houses in this group are in the hands of Rosenberg and Pincola, at Chehalis, Wash. R. & F. control several houses in Seattle, but they will not be included in the deal.

## Lamm-Goeitz Combine

Chicago, March 26. Julius Lamm, formerly manager of Great States' Rialto and Academy, has resigned. He is reported purchasing a half interest in the holdings of Leon Goeitz, Chicago and Wisconsin picture house operator, who controls the Movietone sound picture device.

Pair are reported planning to present sound films at 25 cents top in their houses with Movietone.

## BIRTHS

Mr. and Mrs. Joseph Toner, son, Chicago, March 10. Father is principal in "Music in May."

Mr. and Mrs. Mack Gordon, son, March 11, at Bay Ridge Sanitarium, Brooklyn, N. Y. Father is stage and song writer.

Mr. and Mrs. Spencer, Dettleheim, March 25, second daughter. Birth required a Caesarian operation at the Polyclinic Hospital. Both doing well. The father is in the box office of the Music Box, New York.

## JUDGMENTS

Striving Theatre Corp. v. B. Altman & Co. \$12,000.  
John A. Hartley v. E. Smith: \$15,775.  
Paul May Productions, Inc. v. Alvin Kory: \$1,144.  
The Restaurant Corp. v. R. S. Alvey: \$1,144.  
Billy Mitchell v. A. L. Horner: costs, \$34.  
G. H. Weller v. A. M. Weller: costs, \$11.  
Richard McCarty, by J. J. Luke: Park Avenue Co. v. J. J. Luke: \$11.  
Judgment reversed.  
Lee S. Hirsch v. M. R. Trust Co.: \$1,874.  
Mar. 6, 1929.

## ILL AND INJURED

M. Charnas, recently appointed head of the Warners road show department, is reported ill with pneumonia. Charnas is a brother-in-law of H. M. Warner.

Katherine Nugent (Mrs. Joseph Madden) operated upon for appendicitis last week. In the French Hospital, New York.

Gwendolyn Vernon ("Pleasure Girl" Co.) recovering from tonsil operation.

Ann Davis, in "The Marriage Bed," stricken while playing Cincinnati, March 22. Appendicitis.

Charlotte Meyers, vaudeville and radio singer, is convalescing at her home in Detroit after a serious operation.

Aida Parks, of Parks Sisters, vaude act, may lose sight of one eye as result of injuries received in automobile accident in Denning, N. M., March 22. She is in Deming Hospital. Condition reported critical.

Nellie Gray, formerly of Gray and Graham, seriously ill in Emergency Hospital, Washington, D. C.

## MARRIAGES

Galle Darling to Don Ramsey (non-pro), Nashua, N. H., March 23.

Nancy Ryan to Daniel H. Haynes (non-pro), March 21, New York City.

**KING**

MUSICAL MASTER OF CEREMONIES  
Direction FANCHON & MARCO  
Oakland Theatre, Oakland, Calif.

**BRADFIELD**

5th Ave.  
Theatre,  
Seattle,  
Wash.

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ANNOUNCES THE COMPLETION OF

# "THE SWAMP SONG"

A MUSICAL ROMANCE OF LOUISIANA

Written in Collaboration with America's Foremost Living Composer

# CHARLES WAKEFELD CADMAN

WITH  
Music by MR. CADMAN

Written Especially for the New Art of Sound Pictures

The most brilliant name in contemporary American music—the only American composer whose operas have been honored in production by both the Metropolitan and Chicago Opera Companies—now honors a new art with his gift and genius.

For his first talking picture he has composed, among others, two numbers which will undoubtedly win world fame. One, a rowing song, a rich rugged melody, can only be compared to that sweet classic of Russia, "The Song of the Volga Boatman." The other, called "The Swamp Song," is more poignant, more heart arresting than his own beloved composition, "At Dawning."

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# *The Verdict of Florida will be the Opinion of the World...*

## **It's In The Air! It's Everywhere!**

### **The Biggest of Them All**

**AT MIAMI—"Biggest Box-Office Natural in Years!"**

"SHOW BOAT" a sensation. Forced to open box-office nine-thirty each morning with continuous holdout in terrific rain today till ten-thirty P. M. Public and press comment most enthusiastic ever heard. No question but what 'Show Boat' BIGGEST BOX-OFFICE NATURAL IN YEARS. This is authentic and I don't mean maybe."

—SIDNEY MEYER,  
Capitol Theatre, Miami, Fla.

**AT PALM BEACH—"A Glorious Adventure of the Theatre!"**

"SHOW BOAT" went over like a hurricane at World Premiere Paramount Theatre, Palm Beach, Saturday night. Glorious to watch most select audience that ever viewed a motion picture sit through sixteen reels entranced, on a sweltering night. Most remarkable of all on third day of picture with season completely over 'Show Boat' broke the house record by a large margin. It is a truly great picture that will have appeal for all people everywhere. IT IS A GLORIOUS ADVENTURE OF THE THEATRE."

—RICHMOND DORMAN,  
Paramount Theatre, Palm Beach, Fla.

**"Five Shows a Day  
At Two-a-Day Prices!"**

Starting on the Tuesday after the opening at Miami, long lines were so wild to see "Show Boat" that the theatre began opening at 10 A. M., giving five shows daily—and these at two-a-day prices!—and hundreds still were turned away.

**"A Sensation," Wires  
William A. Johnston**

From Miami comes this wire from William A. Johnston, editor of Motion Picture News: "Show Boat" is sensation here. Heartiest congratulations."

# SHOW BOAT

UNIVERSAL'S TALKING AND SINGING TRIUMPH

**ZIEGFELD STARS**

Singing ZIEGFELD HITS—  
Helen Morgan singing "Bill" and  
"Can't Help Loving That Man";  
Jules Bledsoe singing "Old Man  
River"; Aunt Jemima and the  
Ziegfeld Plantation singers rendering  
"Hey, Feller" and "Come  
On, Folks"; Jerome Kern's music;  
Oscar Hammerstein 2nd's  
lyrics.



**A HARRY POLLARD**

Production of EDNA FERBER's  
tremendous novel. With a brilliant  
Universal cast... in action  
and dialogue... headed by Laura  
La Plante, Joseph Schildkraut,  
Otis Harlan, Alma Rubens, Emily  
Fitzroy, Jane La Verne and hundreds  
of others. Directed, Silent  
and Movietone, by Harry Pollard.

**Proudly Presented by CARL LAEMMLE**

Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President









## Building Small Time West as Move To Aid in Big Time's Comeback

Chicago Bookers Start with 14 Weeks and 30  
Theatres—Developing Machine for 2-a-Day

Chicago, March 26.  
Georgie attempt to build up R-K-O's new Family Department in the west will have approximately 14 weeks and 25 to 30 theatres as a foundation. Plans and details laid out thus far were officially sanctioned last week, with Ben Piazza, Keith's general western touring manager, in New York to confer with H. S. Brown and George Godfrey.  
Appointment of Billy Diamond, local independent vaude booker, was accompanied by the release of Andy Talbot and Lester Gunt, looked on as the start of a general clean out prior to reconstruction of the western pop vaude department of Keith's.

Throughout the rebuilding process, according to R-K-O execs, there will be constant vigilance to avoid the mistakes in booking and operation that ruined the once important W. V. M. A. Among the ruinous methods of the past, those of Holman stood first, and most were carried out by Kahl, another "Heiman man," but with enough of his own personality to be a hand-pick to the general morale of the local Keith organization.

Houses Spending \$1,200  
Diamond will have complete charge of the Family Department, but under Piazza's direct supervision. Percy Moore, with Diamond on the outside, joins Keith's as his assistant.

All theatre spending \$1,200 and under for bills will be included in the Family group. Three houses announced by Joseph Plunkett to be turned over to Diamond are Sirenita, Street, Minneapolis, Grand St. Louis, and Belmont, Chicago. Jules J. Rubens, vice-president and general manager of Great States, will contribute the Decatur, Bloomington and Quincy, all Ill. houses of his circuit to Keith's. The four and a half weeks of time booked outside by Diamond are coming in with the booker.

A standing order issued at the start is that Family salaries will have no bearing on the fifth ("big time") floor of the State-Lake building, and vice versa. Ruling is similar to that in effect in Keith's (Continued on page 37)

## East, West Division Of Agents Absolute

Refusal by Keith's to grant the Simon Agency (Chicago) an eastern franchise elicits as a general ruling for all Keith agents. The vice versa maxim restricting eastern R-K-O agents to the east only goes for the entire list of franchise holders, east and west.

Simons has made several futile attempts to transfer operations to New York. Each time the office was advised to stay in Chicago and away from New York where the agency list is already too heavy. Sanctioned co-operation between Chicago and New York agencies and the split commission agreement takes the place of two offices under one franchise.

Paddy Schwartz, assistant to Simmons, remains in the same capacity with Bierbauer while also booking.

## Film Revue's Cast

M-G-M's sound screen revue will have a mixture of stage and screen people in the cast, notably Conrad Nagel, Bessie Love, Charles King, Marion Harris, Marion Davies, Gus Edwards, Brox Sisters and Four Rounders.

Sammy Lee is staging the dances; a host of songsmiths are contributing the special material and numbers, and Arthur Lange is arranging the music.

M-G-M will call this revue "Hollywood Frolics of 1929." Release date about June 1.

## Dinner for R-K-O Mgrs.

All the R-K-O and Proctor theatre managers will attend a best-stuck dinner Wednesday night, March 27, at 10 o'clock, in the Prince George Hotel, 28th street, N. Y. There will be no entertainment. It has been several years since the managers have held a get-together event.

Roney's Back in Vaude  
Pat Roney and family have completed their six talking shorts for Universal and will return to vaudeville.

## An M. C.'s Idea

Detroit, March 26.  
Recently a New York master of ceremonies arrived here at night. Seeing a big "M. C." electric sign he turned to his friend and said, "They even got a building for our guys in this town."  
It is the Michigan Central depot.

## Minn. Juvenile Act Bill Sets 10-Year Age

Minneapolis, March 26.  
It required 12 quarts of milk, 3 pounds of butter, 1 dozen eggs, 10 loaves of bread, 3 pecks of potatoes and \$250 worth of meat daily to feed the Gould Family, a vaudeville troupe comprising the father, mother and eight children.

Before the state senate public welfare committee by Jay Gould of Montevideo, Minn., the father. He appeared to protest against the proposed law to prohibit the appearance of children under 16 years of age in stage performances.

Besides operating a small movie theatre in Montevideo, Gould told the committee, he takes the troupe out every summer, presenting a revue of singing, dancing, comedy and instrumental music. Photo-play and vaudeville houses over the Northwest are played and the earnings from this source, coupled with his theatre income, enable him to feed and educate the big family.

Five of the children appearing in the act are under 16 years, and if the bill passes the act will be broken up and it will be necessary to put the youngsters to work at another occupation, Gould said. The summer tours, he declared, not only provide needed revenue for the family, but also was a vacation for mother, dad and the children.

L. Hayes suggested a compromise to give the state industrial commission greater power in granting permits for appearances of children on the stage. During house hearings on the bill, however, opponents rejected this compromise. The house bill was finally amended to provide that no children under 16 years may appear in theatrical performances, but that children from 10 to 14 may appear for two weeks at vacation time.

## 12 More Keith Agents Are Let Out, 3 Franchises Modified, One Quits

## Max Hart Once More Franchised by Keith's

Max Hart has been granted an agency franchise and will return to Keith's. Hart was barred from the Keith booking floors six years ago under his own protest.  
For that expulsion Hart sued Keith for \$1,000,000 on the triple damage clause of the anti-trust laws, but was not upheld in the Federal courts.

Hart's new agency franchise classes him as an "office head," permitted to book on both booking floors, and with the usual associates. When reported in Variety last week that Hart had been offered a return ticket to Keith's understanding was that Hart, who has been doing quite well, from reports, on the outside, was unwilling to accept Keith's restrictive arrangement and wanted to maintain independent connections.

Ralph Farum was offered a similar franchise by RKO but turned it down, with Jerry Cargill also rejecting the circuit's bid of a straight franchise. Cargill is a picture house agent with whom Earl Saunders was affiliated before the latter joined Publick.

When Max isn't on the floor himself, selling acts his list will be handled by Eddie Resnick, who served his booking apprenticeship with Aaron Kessler. Young Resnick is Hart's nephew.

## Finn Goes California

Los Angeles, March 26.  
Mickey Finn who was in partnership with John Moore in the operation of the Temple, Rochester, N. Y., and who managed the house also for a great many years is the latest of the theatrical contingent to become a resident of Los Angeles. To show that his intentions were serious Finn bought considerable Hollywood property and is building an apartment house on one of his lots.

## DECEASE PARTS JONES

Chicago, March 26.  
Divorce on grounds of cruelty was obtained last week by Mrs. Johnny Jones from the manager of Marcus Loew's western office in Chicago.  
The suit was uncontested. Marriage was in 1923, and separation a few weeks ago.

Latest wholesale clean-out of agents in Keith's affects 18 and their associates, with 13 tossed entirely out.

Breaking the bad news was described by George Godfrey, Keith's head booker, as "a tough job." The ousted agents were informed that as their incomes through booking on the Keith floor were not evidence that they were making a living, they seemingly were wasting their time as Keith agents. Godfrey also mentioned in several cases too much outside activity to permit sufficient devotion to Keith agnism.

The dozen whose connections with Keith's were entirely severed are Frank Evans, Norman Jeffries, Claude Bostock, Sol Turek, Sam Shannon, Bob Durand, Jack Lewis, Dave Sablosky, Phil Morris, Nat Sobel, Phil Bush, Charles Wilshtin, Roger Murray.

## Status Changed

Jack Bell was relieved of his agency franchise, but will be retained as a producer and permitted to book his self-produced acts with Keith's, but nothing else. Another agent whose calling was changed to producer is Alex Gerber, who will represent the producing end of the Keller office.

As alternative of going out, Ben Burke and Milt Lewis agreed to pair off as a team under a joint franchise.

George Chocho, the legit and vaude producer as well as agent, handed in his resignation to Keith's, effective May 1, with an explanation that through outside engagements he is not in a position to devote sufficient time and energy to Keith's.

## Rogers' Day of Rest

Plenty of backstage grief at the Palace, New York, on Monday. They started switching the show and it spotted Bud Harris and Redelf preceding Vincent Lopez, who expressed himself displeased with following the colored team.

In addition, that team was alleged to have adapted the Ritz Brothers comedy speech, getting a squawk from that trio. Elmer Rogers, the manager, finally admitted matters.

## Ebey, Critically Ill

Oakland, Cal., March 26.  
George Ebey, owner of the Fulton theatre, is in a critical condition following a major operation performed last Wednesday at the Providence Hospital.

# ROBBY ROSS

WITH

## CLARENCE SEARS

in "FAMOUS BLONDES"

By NEVILLE FLEESON

Acknowledged by critics as: "By far the greatest act of her career"

New act includes costumed impressions of

LILIAN RUSSELL

MME. JERITZA

AND EVERYBODY'S FAVORITE

SOPHIE TUCKER

# WARNING

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HARRY A. ROHM  
R-K-O. Rep.

HARRY FOSTER  
English Rep.

WM. MORRIS  
Independent Rep.

RETURNING TO ENGLAND SEPT. 16, 1929



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ORCHESTRATIONS IN ALL KEYS

## I'M THIRSTY for KISSES - - HUNGRY for LOVE LONELY, WITH ONLY, JUST ME

YLOU DAVIS

AND

J. FRED COOTS

REFRAIN

I'm thirst-y for kiss-es, I'm hung-ry for love, And lone-ly, with  
on-ly just me — My luck al-ways miss-es, I miss love and  
kiss-es, The best things in life are not free. — Old Mis-ter  
Moon has seen them pass me from his place on high, — It's use-less if I  
try to use an al- • l • a' • bi — I'm thirst-y for kiss-es, I'm  
hung-ry for love — And lone-ly, with on-ly just me. —

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THEME-HIT from FIRST NATIONAL VITAPHONE  
PICTURE "WHY BE GOOD?"



## OUR THEME BALLAD Lady L

From The  
FIRST NATIONAL FE  
The DIVINE LADY starring C  
NOW BEING SHOWN AT

REFRAIN

The rose of love soft  
lips, Oh, La - dy Di - vine  
plea now con - fess - ing,  
thine; Your eyes,  
ing To draw your breath  
call o - bey - ing, And  
La - dy Di - vine

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THAT TUNEFUL NOVELTY FOX TROT HIT

## DANCE of the P

by JOHNNY TUCKER

JOE SCH

A HIGH CLASS BALLAD SUPREME

## The DAWN BROUGHT ME LOVE AND YOU

by LYNN MERRICK

AND

RICHARD KOUNTZ

THEME SONG FROM FIRST NATIONAL'S "LOVE AND THE DEVIL"

## GIOVANNA

(L. C. VAN NAL)

by RICHARD KOUNTZ

AND

JOSEF PASTERNAK

IMPOSSIBLE TO MISS WITH

## I SAY "WHOOPEE"

by JACK MESKILL

CHICAGO, Clarence Parrish, 910 Woods Bldg.

PHILADELPHIA, Rennie Cormack, 1118 Chestnut St.

BOSTON, Tom Martin, 181 Tremont St.

PITTSBURGH, Ben Fields

ST. LOUIS, Elmer McDonald, Ambassador Theatre Bldg.

# M. WITMA

1650 BROAD

# STAR BALLAD HITS

FIRST NATIONAL VITAPHONE SINGING PICTURES

AD DIVINE  
**Divine**

NATURE PRODUCTION  
DORRINE GRIFFITH  
WARNER'S THEATRE - N.Y.



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WE ARE PLEASED TO ANNOUNCE  
ADDITIONAL WITMARK OFFICE/  
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COMING TO  
THE FRONT RAPIDLY

## ASHES of LOVE

4 MONTY SIEGEL

CHAS. ROSOFF



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HIT BALLAD

GROWING MORE POPULAR DAY BY DAY ---

## PAPER DOLLS

STER

and JOHN SIRAS

RUDY VALLÉE'S FOX TROT SENSATION

## HONEST I'M IN LOVE WITH YOU

by JOE SCHUSTER JOHNNY TUCKER AND RUDY VALLÉE

THIS ONE --- A RIOT ---

**BOOM BOOM**

FELIX BERNARD

THEME SONG from UNITED ARTISTS' "ALIBI"

**I'VE NEVER SEEN A SMILE LIKE YOURS**

by JUSTIN JOHNSON

AND

EDDIE FRAZIER

**ARK & SONS**

WAY, NEW YORK

DETROIT, Will Collins, 901 Wurlitzer Bldg.  
DENVER, Jos. L. Mann, 1527 Champa St.  
MINNEAPOLIS, Phil Ford, 1101 First Ave.  
KANSAS CITY, Phil Funkhouser, 1820 Wyandotte St.  
LOS ANGELES, Art Schwartz, Majestic Theatre Bldg.



**Pacific Coast Hooked****Into R-K-O Broadcast**

R-K-O's west coast division will be back in the national hook-up for the R-K-O exploitation hour of broadcasting on April 2 and each Tuesday thereafter.

Keith's Pacific houses' vaudeo other programs have been strictly

local, due to previous sale of the time of KFI (NBC), Los Angeles, which station carries the R-K-O exploitation. Broadcast in New York from 11 to 12 p. m., the weekly radio bills are received in California and vicinity three hours earlier (Coast time). The KFI period of from eight to nine p. m. on Tuesdays will be available to R-K-O April 2, when commercial contract expires.

**SIMMONS QUILTS KEITH'S AGAIN**

Danny Simmons has resigned as a Keith booker for the second time within a year.

When leaving last week, Simmons was booking nine theatres in New York and vicinity, all vaudeo-film splits.

Simmons' successor will be Charles Bierbauer, assistant to George Godfrey, head booker of Keith's. While booking, Bierbauer, a former agent, will remain nominally as Godfrey's aid. The houses he will book are Hamilton, Kenmore, Madison, Richmond Hill, Flushing, Chester, White Plains (Proctor's), Fordham and Coliseum.

Simmons' future plans are undetermined thus far, though he will take a brief rest now. He has had several offers, one of them reported to have partially prompted his resignation from Keith's.

Dan Simmons returned to Keith's last fall after his first resignation. He was appointed supervisor of all bookings in New York (city) territory, with a staff of active bookers, called "assistants," in his charge. With the last change of the booking office map and appointment of George Godfrey, the "supervisor" arrangement was done away with, all bookers doing their own supervising and coming under direction of the head of the office (Godfrey). Simmons continued to oversee the New York group, however, and occupied a private office on the floor. When announcing his last resignation, Godfrey referred to Simmons as "chief booker of the New York theatres."

Bushwick and Prospect have been removed from Simmons' old book and turned over to Mark Murphy, booker of the Proctor group. Arthur Willis, the Jefferson to Jack Donaghy.

**COAST 4-A-DAY.**

Los Angeles, March 24. Orpheum Circuit's Hill Street will romp into four-a-day on the week-ends starting April 6.

Up at Oakland, Cal., the Orpheum's local house will unfold three-a-day Saturdays and Sundays, commencing on the same date.

**BON VOYAGE DATES**

Nan Hatperin last week signed with the Loew offices at an increase of salary over her Keith figure for five consecutive weeks prior to sailing for London the latter part of June. Starts at the State, N. Y., with remainder nearby.

**At R-K-O Palace (Week March 24)**

*Second Return Engagement  
Within 4 Weeks*

**BUD HARRIS  
and RADCLIFF**

**Featuring LITTLE PAUL**

*The Miniature Bill Robinson*

**GEO. LIBERATI**

**AGENT FOR ALL EUROPE**

**Bands and Acts My Specialty**

CABLE ADDRESS, GEOLIBERATI, 5 RUE BOUDREAU, PARIS

**Lathrop Brothers**

Four Feet with a Single Thought

The dance treat of the year. These boys probably stay better together than any pair in vaudeville.

—GRAND RAPIDS HERALD—

Direction WILEY LEWIS  
Associate, BILL COWAN

"MACK" "CHUCK"


**BOBBY MAY**

*In a Solitaire Revue*

**THIS WEEK, PALACE, CHICAGO**

Featuring Harmonica, Dancing, Juggling, Comedy  
Talk, Acrobatics and What Not

**P. S.—I HAVEN'T MADE THE BLINDFOLD TEST**

**BOOKED SOLID R-K-O CIRCUIT**

Direction EDW. S. KELLER OFFICE

**HELLO OVER**

**5th CONSECUTIVE WEEK**

**ORPHEUM, LOS ANGELES**

**JACK BENNY**

Assisted by Mrs. BENNY This Week

STILL SPENDING MY MORNINGS AT METRO-GOLDWYN-MAYER STUDIO

THEY ARE LAUGHING MORE THAN EVER  
AT  
FOX'S AUDUBON, NEW YORK, THIS WEEK (MARCH 25)  
WHERE

GORDON

MARTHA

**DOOLEY AND MORTON**

Are  
**"DOING THEIR STUFF"**

FOX'S ACADEMY, NEW YORK, WEEK APRIL 1

FOX'S SAVOY, BROOKLYN, WEEK APRIL 8

Direction CHARLES J. FITZPATRICK, 160 West 46th Street, N. Y.

**BERNARDO DE PACE and CO.**

*THE WIZARD OF THE MANDOLIN*

**THIS WEEK, PALACE, CHICAGO**

**TOURING R-K-O CIRCUIT**



**R-K-O VAUDEVILLE IS PROGRESSIVE**

**THEY WANT**

Good Acts      New Acts      Headliners      Box Office Attractions

**THEY WILL PLAY AND PAY**

Good Acts      New Acts      Headliners      Box Office Attractions

**COMPLETE AND CAPABLE REPRESENTATION FOR**

**Good Acts      New Acts      Headliners      Box Office Attractions**

FOR IMMEDIATE CONSECUTIVE BOOKINGS

*Communicate with*

**HARRY A. ROMM**

R-K-O Artists' Representative R-K-O

**If You Cannot Come to See Us, We Will Come to See You  
WHERE ARE YOU PLAYING?**

*We Represent Successfully the Following Artists:—*

HERB WILLIAMS  
RUBY NORTON  
WAITE HOYT  
MONICA and ANN SKELLY  
STAN STANLEY  
FRANK and MILT BRITTON'S

*"Brown Derby Band"*

OSCAR LORRAINE  
FRED HEIDER  
GUS and WILL  
JEAN GRANESE & CO.  
LOCKETT and PAGE  
JOYNER and FOSTER  
RUIZ and BONITA  
BENTELL and GOULD

VIVIENNE SEGAL  
BERNIE CUMMINS and  
BILTMORE HOTEL ORCHESTRA  
ELIZABETH BRICE  
CRAIG CAMPBELL  
VAL and ERNIE STANTON  
DENO and ROCHELLE  
JACK HANLEY  
WM. SEABURY REVUE  
GORDON AND KING  
MME. RHEA and SANTORA  
"PETER" THE GREAT  
REED and DUTHERS  
CHAPPELLE and CARLTON  
BYRON and WILLIS  
J. FRED COOTS

**AND OTHERS**

**R-K-O HARRY A. ROMM R-K-O**

ARTISTS'  
REPRESENTATIVE

Suite 804, Palace Theatre Building, 1564 Broadway, New York City

ARTISTS'  
REPRESENTATIVE

General  
Manager

**WAYNE G. CHRISTY**

Formerly R-K-O  
Booking Executive

Associate  
LEONARD ROMM

Cable Address  
HAROMM, N. Y.

Telephones  
8534-8535 BRYANT

**R** stands for **RITZ**  
**I** for **Imitated**  
**T** ho they cop our stuff  
**Z** **ERO'S** what they're rated

THIS WEEK (MARCH 24)

**R-K-O PALACE**  
**NEW YORK**

**RITZ BROS.**

**PALACE, New York, Week March 24th**

**THREE LORDENS**  
**TED and AL WALDMAN**  
**ROGER IMHOF and CO.**  
**PETER HIGGINS**  
**VINCENT LOPEZ**  
**BUD HARRIS and RADCLIFF**  
**GILDA GRAY**  
**RITZ BROS.**  
**SAWYER and EDDY**

**NEW YORK "WORLD" March 25**  
**THE PALACE**

You can hardly ask for a more pleasing act than Gilda Gray's at the Palace this week. The popular screen star runs through the various characters she has portrayed in motion pictures, with the familiar imitable style that has set her apart from a million other shimmy dancers. Here is one act where a big name does more than merely appear in a sketch pointed toward economy of energy. There are ten good dancers in the act besides the star, and for any one to stand out, there must be well-earned applause. Gilda Gray stands out.

The Ritz Brothers easily rank next. But these young men in the familiar collegiate make-up, yet they offer an original burlesque on college and certain prominent actors that evoked the most genuine laughter heard at the Palace in a long time. Their act is well deserving of additional encores, and either the lack of time or material prevented their remaining in the spotlight the rest of the afternoon.

Peter Higgins offers classical songs in a voice that must be a gift to the gallery gods. A rich, resonant tenor, with only a fair selection of songs. His "Song of Songs," the opening number, is much nearer his forte than his final "Making Whoopes."

Roger Imhof adds his trick scenery and brogue to a cleverly composed skit; Ted and Al Waldman, two excellent harmonica artists, insist on doing patter for too great a portion of their act, and Harris and Radcliff in an act which lengthens the Bill Robinson imitation list to a million, round out a bill that is only a setting for Gilda Gray.

Vincent Lopez is on the program, too.

**R-K-O Bookings**  
 Arranged by  
**CHARLES MORRISON**

**Thanks to Our Many Friends for their Kind Co-operation**

**Direction**  
**WILLIAM MORRIS**  
**Office**

**Trisco Orpheum Ends Vaude; Under Erlanger**  
 San Francisco, March 28.  
 The Orpheum two-a-day house here will close April 15. The circuit will then only have one house in San Francisco. Orpheum is being taken over by A. L. Erlanger.  
 The spacious lobby will be remodeled to provide for store fronts and the seating capacity of the house will also be cut down over 1,000. Cliff Work, who is now managing the house, will be transferred to the Golden Gate.



**GEORGE DORLAND and EVE**  
 Touring R-K-O Circuit  
 Representatives J. JACOBS

**Keith's Cops Indie String**  
 Harry Carlin will return to Keith's after an absence of several years as direct booker for seven independent houses. He has been booking the same string (Frank Gersten circuit) through the Jack Linder (Indie) office.  
 Carlin will not be on the R-K-O payroll, deriving his salary directly from the theatres he books. He was last with Keith's as a Family Department booker under Mac Woods.  
 Frank Gersten's son, Julius, comes into the Keith office in the same deal as road man for the "fifth floor" division.

**NADEL'S COMEDIES**  
 Los Angeles, March 26.  
 E. K. Nadel left for New York today where he intends organizing his own picture production unit in the east for short comedy talkers.  
 Paul Gerard Smith, who came west with Nadel six months ago, will remain out here to free lance after his contract with Fox expires April 7. Possible that Smith may later return east to John Nadel.

**PRODUCTION ACTS**  
 Harry C. Green has been engaged by Max and Dave Gordon to write and stage turns under Ben Boyer's direction.  
 First will be a comedy hand act headed by Jack Princeton, 20 people. Another will be a new dancing turn headed by Florence O'Denis-Shawn.  
 Boyer has taken 12 girls from the Jack Donahue-John Boy's school for a new act which will have Boye himself as the featured dancer.

**WEST'S SMALL TIME**

(Continued from page 31)

New York booking office, where fifth and sixth (booking) floor salaries are separately set.

Fourth and fifth floor arrangement here will correspond to Keith's fifth and sixth in the Palace building, New York, before the latter were combined.

Settlement on the most advantageous manner in which to properly book the Family time as a unit, distinct from the balance of the houses booked here may result in the enfranchising of several agents for the fourth floor. Agents would also be permitted on the fourth floor, with the Family group in that way having all types of vaude acts represented and available.

**Extra Field Workers**

Two extra road men in addition to the several now out, to be engaged by Plaza, will be instructed to pick up time for the Family Department as well as the fifth floor books.

The Family plan, along with other rebuilding, holds down to a serious attempt to build up the now frail (for vaude) West in order that Keith's may be able to offer a route of 20 to 30 weeks in its Chicago booking office alone. The Family time may be a better Chicago booked houses and the Jr. Orpheum also booked enough acceptable time for a season of solid bookings hereabouts.  
 As worked out so far, the plan seems to have an excellent chance, besides lifting up Chicago's small time circuit to equal the once powerful W. V. M. A. before Kahl cut that circuit down to his own size.

**Orph. Junior's All Sound**

Chicago, March 26.  
 Nate Blumberg, new general manager of the Orpheum Jr. circuit, announces that every one of his houses will go into 100 per cent. sound and vaudeville by April 30.  
 There are 10 Orpheum Jr. houses distributed over eight towns.

**TWO TEAMS REUNITE**

Two man comedy teams reuniting after several years' separation are George Bebbe and Eddie "Black-fer" Nelson and Bruce Morgan and Franklin Gates.  
 Charley Allen handling both acts for vaudeville.

**Keith's, Wash., Placed With Realtors for Sale**

Washington, March 26.

Keith's, former two-a-day house, has been placed with local real estate men to sell outright. Office building included. No price is being quoted.

Though a rental is stated to be acceptable, the plan is seemingly set to sell, as Roland Robbins, former manager of the house, had a lesson when the ill-fated Cook musical stock went into the house. That lasted a week.

This is second attempt to dispose of the house. Recently Harry Wardman, real estate operator, was dickered with the British Ambassador to swap the property on uptown Connecticut avenue, now occupied by the British Embassy for the downtown Keith house. After several weeks the British Government turned the proposal down.

**R. I. Vaude Men Want More Lenient Sundays**

Providence, March 26.

Because local vaude men feel talking pictures are cramping their style on the Sunday biz, they are getting behind a move to liberalize Sabbath Day amusement laws in Rhode Island. Greater latitude is sought in selling Sunday acts. For this reason the legislature has been given a bill to permit all kinds of performances on the first day of the week except dancing.

Vaude men contend pictures are getting all the biz on Sundays because the fans see all there is to see in the talkers and are not interested in seeing the limited vaude performances on the Sabbath.

**Blumberg's First Change**

Springfield, Ill., March 26.  
 Local Orpheum, formerly playing vaude-pictures, will go into a band policy starting April 7.  
 New policy was put into effect by Nate Blumberg, general manager of the Orpheum Jr. circuit.

**TINSEL METAL CLOTH FOR DROPS**  
 36 in. wide at 75c a yd. and up  
 A full line of gold and silver brocade, metal cloths, gold and silver trimmings, ribbons, etc. for stage costumes. Samples upon request.  
**J. J. Wyle & Bros., Inc.**  
 (Successors to Sherman & Wells)  
 18-20 East 27th Street  
 NEW YORK

**LILLIAN DREW SPECIALTY DANCER**  
 with Harry Carroll East  
 Per. Mat. R-K-O Circuit

**HELLO JACK FORESTER**  
 NEXT FOUR WEEKS VACATIONING  
 New York City

**Marcus Loew BOOKING AGENCY**  
 General Executive Offices  
**LOEW BUILDING ANNEX**  
 160 WEST 46TH ST.  
 BRYANT 7800 NEW YORK CITY

**J. H. LUBIN**  
 GENERAL MANAGER  
**MARVIN H. SCHENCK**  
 BOOKING MANAGER  
 CHICAGO OFFICE  
 600 WOODS THEATRE BLDG  
 JOHNNY JONES  
 IN CHARGE

**The Fally Markus Vaudeville Agency**  
 Astor Theatre Bldg., N. W. Cor. 45th St. and Broadway  
 Lackawanna 7876 New York City

**RADIO-KEITH-ORPHEUM**  
 Circuit of Theatres  
**VAUDEVILLE EXCHANGE**  
 General Booking Office  
 PALACE THEATRE BUILDING  
 1564 Broadway  
 NEW YORK CITY

**RADIO-KEITH-ORPHEUM CORPORATION**  
 1560-1564 Broadway, New York  
 Telephone Exchange: Bryan 9000  
 Cable Address: "RADIOKEITH"

**R-K-O PRODUCTIONS, INC.**  
 Producers and Distributors of  
**RADIO PICTURES**  
 Launching an Era of Electrical Entertainment  
 1560 Broadway  
 NEW YORK CITY

**BIRMINGHAM "NEWS"**  
 "The greatest brain of all times"

**SYRACUSE "HERALD"**  
 "The Merton of Mantalata"

**CHICAGO "TRIBUNE"**  
 "What wonders God hath wrought"

**RETURNING — TO AMERICA TO — RETURNING**  
 Press—"THE GREATEST MENTAL MARVEL OF ALL TIMES"—Press

**HARRY KAHNE**  
 IN A NEW ACT FEATURING  
**THE MATHEMATICAL MAZE**  
 —MELBOURNE "SUN" OF AUSTRALIA SAID:  
 "The Cleverest and Most Difficult Mental Feat the World Has Known"

SYDNEY "TRUTH" SAID: "If we could improve on his billing we would"

**ARRIVE IN AMERICA MARCH 22**

Direction **ARTHUR PEARCE**

**ARTISTS OF DISTINCTION**

SELECTED TO OPEN

**B. F. KEITH'S NEW \$3,000,000 RICHMOND HILL THEATRE, LONG ISLAND****14****BRICKTOPS****America's Greatest Girl Band****BOBBIE GRICE, Director**

Opening the bill with our beautiful arrangements in syncopation, we also have the distinction of being the **FIRST** act as well as the **FIRST BAND** to appear on this stage.

We wish to express our gratification and thanks to the R-K-O office for placing us on the inaugural opening of their magnificent new theatre.

**THE LE GROHS SECOND ON BILL THANKS R-K-O****DAVIS and DARNELL**

Appearing third on this bill, we also extend our gratitude to R-K-O office

**GORDON and KING****"GLORIFYING THE AMERICAN DANCING FEET"**Direction **HARRY A. ROMM**

A Great Spot, NEXT TO CLOSING, Thanks to R-K-O

**AL TRAHAN****VAUDEVILLE'S MOST VERSATILE PIANIST BUFFOON**

WITH

**LADY MARIE DU VAL**

Closing the bill, thanks to the R-K-O OFFICE

## ORPHEUM

(St. Vaude)

Los Angeles, March 25.

Another complete capacity. Sunday night house for the new Orpheum, headlined by comedy duo, the *Phillys*, and *Philly Tucker*. It's a high-grade comedy show, dented only by the bright light of *Philly Tucker* and *Nick Lucas* hogging the stage again, this time for 45 minutes through show and picture people present last night to lead the program to the stage to sell the new Orpheum to a professional audience. Then the people are highly critical. *Philly Tucker* and *Nick Lucas* hog the stage again, this time for 45 minutes through show and picture people present last night to lead the program to the stage to sell the new Orpheum to a professional audience.

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group who dance the most simple routines and look worse than chorus people would, doing the same steps much better. The thing appears to be the coast idea of a flash act and its eastern idea of a flop. On the bill is a filter, as Raymond and Caverly, booked to come down, were very sensibly shifted into the Hill Street. However, the show as a whole is a much above par for the No. 3 catastrophe couldn't hurt it.

Frakson, the foreign Palmer in the second half, is a good one for clinching it with the cigar bit for the No. 3. He is a good one for clinching it with the cigar bit for the No. 3. He is a good one for clinching it with the cigar bit for the No. 3.

Orpheum is using the new pit orchestra for an intermission song, *Geevery*. Very well. This week is the RKO "Symphony" song, *Tericho*, and announced from the stage by Benny.

Next week Ted Lewis and another sell-out week. It's going to be a sell-out week. It's going to be a sell-out week. It's going to be a sell-out week.

Keith's (RICHMOND HILL, L. I.) (New)

Physically, this new R-K-O project is more a vaudeville theatre than a picture house. It's been in the last couple of years. It is distinctly modern and along the picture house lines of today, but the picture house is not the picture house. It's been in the last couple of years. It is distinctly modern and along the picture house lines of today, but the picture house is not the picture house.

Marnell Construction Co. (local) entered the theatre and an accompanying office building. The cost, \$1,000,000, considerably more than the \$500,000 announced as \$1,000,000, considerably more than the \$500,000 announced as \$1,000,000.

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Keith's (RICHMOND HILL, L. I.) (New)

## PALACE

(St. Vaude)

Elmer Rogers says this is another \$12,000 show. It doesn't look like it doesn't play it. In fact, it kind of doesn't play it.

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## terational stage and screen star,"

had her quivers under wraps.

The Ritz Brothers (3), herded behind as "the most interesting trio" and "the original collegians," were handicapped through familiarity of their widely copied bit and number song, but ran up new points on the whole. They're energetic funsters and while it is manifestly unfair that they be victimized by the seven acts copying them and hooves them to embellish and refurbish their creations. Sunday vaudeville in New York coming un-expectedly with the "sacred" comedies when the printed programs are eliminated, none but working newspaper men and those who have been would know that the Ritz trio were either "the most imitated" or "the original" as per their billing.

Ed Sawyer and Ruth Edy, trapezists, closed.

## ACADEMY

(Wired-Vaudein)

Knockout show for the money this week, the only fault being in the extra Sunday show, well over an hour, preventing a quick turnout for the Monday show. The Academy could cut 45 minutes from the vaudeville and 15 more minutes if the extra Sunday show were cut. The bill, and one of the shorts, without losing the punch of the punch act, and have two shows instead of one night.

It's seven-act bill with a smash opener in the Maxellor, crack "trapezists" and comedy clowning in No. 4, with Hal Jerome, one of the best comedians in the city, combinations that ever hit the stage. The Maxellor, crack "trapezists" and comedy clowning in No. 4, with Hal Jerome, one of the best comedians in the city, combinations that ever hit the stage.

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## DAVIS

(St. Vaude)

Pittsburgh, March 25.

They may have had more expensive layouts around here, but they're seldom had any better. Eight turns, all real vaude, and these wasn't ones that didn't have a little something to them.

Single name is Harry Langdon. He's a good one, but he's a bit on the return, due to no fault of his own, but to material. He's a good one, but he's a bit on the return, due to no fault of his own, but to material.

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## New York Chatter

Lou Davis back from Miami.  
Hilda Harrison on the vocal staff at the Roxy.  
New Cotton Club show opens Sunday night.  
Helen Morgan here from Palm Beach.  
Hauser Brothers back from London.  
Well, sir, Mark Hellinger has featured spots.  
Jack Faglie is sporting a broken arm following fatigues.  
Harry Carey and Tim McCoy in town.  
Vincent Lopez, long an absentee of the gay places, is making the rounds.  
Cynthia White's 11th annual

Greenwich Village Revel is set for April 5 at Webster Hall.  
Ramon and Rosta, having completed their season in Florida, proceeded to London shortly.  
Evelyn Martin, formerly of the Mirador, opened at the Richman with George Olsen premiere.  
Doctor has ordered Barbara Dean to quit eating so much salad and celery.  
Lloyd Garrett restored to m. c. at Paul's Comedy Grill. Cliff O'Rourke had been there.  
Fanny Brice, under the knife two weeks ago, is again making the rounds.  
Joseph P. Bickerton, Jr., recovered from pneumonia and is

## \$7 Win Cost \$250

A Broadway showgirl is suffering from a slot-machine addiction.  
Girl stopped with friends at a speakeasy in which was a slot-machine in which she dropped a quarter, obtaining \$1 on the first spin. Her second quarter netted a dozen; her third brought a deluge amounting to \$4. She inserted all the winnings and \$3 in cash.  
Machine, in bad working order, threw up the coin and when she was through 10 little blains appeared on a tender palm. Inflection set in and she paid a specialist \$250.

recuperating. Back in his office next week.

Tommy Lyman winds up next week at the Chateau Madrid after a long run. Jack White remains.

J. Anzoldi will represent Reuben, who is opening another theatrical delinquency in Paris.

George White and Nick Blain have plotted a trip to Europe shortly.

Betty Compton signed for two weeks by Aarons and Freely, to appear for five weeks at Jack Sobel, formerly with the Yiddish Art Theatre, has a canvas hanging in the National Academy, titled, "Rose."

Joe Lusty, personal p. for Luce Vaux, the past three weeks, lost nine pounds during that period. It's part of Lusty's job to go shopping for the fat man and to hang on time and carry the Mexican cashdown. He has two more for the job.

Lindy, the restaurateur, is complaining to Police Commissioner Nathan to clear his new hotel from the guerrilla hangers-on.  
Harry Orlanston and Duke Murtza have been clearing their names from a department after several years devoted to trying out other jobs.

At the Garden Friday, Hal Hixon applauding when his fighter, Alton, was introduced.

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giving train a play. Idea originated last year by New York Central with some trains to Buffalo.  
Dorothy Hughes (Mrs. Phil Payne) bought a typewriter and is studying shorthand and stenography, hoping to acquire the arts in order to carry out the wish of her husband who asked her to do so. Dorothy to become a writer and connect with some newspaper. Formerly, Dorothy has given up the stage permanently.

A world's record is claimed by the proprietors of Broadway's latest speakeasy, which opened Saturday night. Lease was signed Friday, bar was installed within an hour. The bar has put in a record of 100,000 drinks in half hour. Chairs, tables and an automatic nickel music box installed within half hour. Bar opened eight p. m. Friday; normal opening next night.

Wine buyers naturally get all the breaks in the retreats of the Stem because there aren't many of 'em left. One wealthy buzzard, a taster, invariably orders a sparkling pitcher of champagne, telling the waiter he is sure to find it with cherries. He sits by the hour with a spoon fishing out the little berries. He allowed to walk about the clubs making drafts and otherwise frolicking, assured by the intimations of the check is always insurance. Often he leaves a place with his wine untaken, the middle of the bar and when he leaves they confiscate the drinks.

Acting going down the street with a copy of a weekly comic magazine under his arm, declaring, "I'll be home before the first of June." Blanche Ring held a night club in her lap the other night when she took the middle of the bar and let loose a flood of her old songs. Demands from the ringleaders for the song which made her famous a generation ago, brought forth a little piano at which Blanche sang her best.

Waters at the Will Oakland club played a horse race last week. A streak of luck and placed winnings on Singer, who liked Bud Taylor. Now they have their earnings in a stock market pool, their dough shooting upward when the market goes up and down.

A woman whom Sam Shipman aided several years ago, when she was down out, called him last week and asked for an appointment. Dramatist granted it; expected another touch of her illness. Sliding to his place in a limousine with chauffeur and told Sam she had now an \$100 daily income from gold mines she owned. Sam is still unconvinced.

Other night a gent in tails received a needle and thread, knelt down at the side of his bias blond companion and sewed a new pair of hose. Amateurish job, but served to dam the run from traveling beauty the knees. In a night club.

## Florida Booming

St. Petersburg, Fla., March 25. This city, and the West Coast of Florida were guests to over 100,000 tourists here and there, just closed. It was the biggest year Florida ever had.

It is true of the East Coast and Miami, where more folks registered than in the balmy and cozy days of the boom.

## Bootlegging Music

Valty J. Kane, head of the Walter J. Kane Publishing Company, 139 Broadway, distributors of sheet music, arrested in West Virginia to prosecute Paul Veresi, 31, and Henry Orshansky, 19, charged with petty larceny and sale of stolen property.

Complaint alleged that Orshansky who has been employed by him for several months has been systematically stealing copies of popular songs and selling them to Veresi for ten cents a copy.

Total amount stolen, stated Kane, will amount to \$125. Amount of specific charge is the theft of \$10 worth of sheet music on March 19.

Veresi was arrested at a music store at 165 East 23rd street.

## Players Stuck Up, But Bandit Soon Caught

A plot of gaudy was entered by Angelo Mancuso, 22, in West Side Court to a charge of robbery. He was to be arrested for the Grand Jury.

Mancuso, with three other men, was to be arrested for the Grand Jury. Linkie, actor in "Follow Thru," at 58 West 86th street. In the apartment house, Mancuso was with three women, all theatrical folk.

The men drew guns and commenced shooting. Mancuso, who guarded two others frisked the guests, who had been playing cards, and other women, and stole jewelry. They then banded all but Linkie and sagged them down.

Linkie was able to give the police a description of the bandits. A few days ago a restaurant was held up on Ninth avenue, near 42nd street, and in the place police found a paper wrapper and strands of hair which corresponded to that used in the Linkie holdup.

Police officer Fitzpatrick rounded up a dozen men in a nearby room and brought them to the police station. He allowed the picked out Mancuso as one of the hold-up men.

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## A. K.'S SATISFIED

No Crime for Village Girls to Kid Old Daddies

A charge of maintaining a disorderly house was dismissed by the Justices of Special Sessions against Frank Gleslie, 37, manager, and Dominic Manfredi, 34, owner, of a cabaret known as the "Alimony Jail," in Greenwich Village.

Division testified to having arrested the two defendants after paying a \$100 a month to the police.

The officers described the actions of several girls employed in the place as "disorderly." One of the officers said, because the table companions of five elderly men patrons of the place during the evening the men, each described as about 60 years old, danced with the girls.

Manfredi would remark, "I bet they feel thirty years younger."

The Justices felt the evidence of the officers was insufficient and dismissed the complaint.

## Crandall Must Provide Hay for Marathoners

Milton D. Crandall did a little fixing to have his next day marathon, slated to start May 8 at the Madison Square Garden, okayed. It was, with a special proviso for a 24-hour sleep every morning from 10 to 12 a. m. in the first three days.

Crandall has been touring a set of professional marathoners for several years.

Tommy Notall and Anna King, the youthful couple who came to attention for their endurance last year, are at Crandall's.

Times Square show men, making appearances and dancing nightly.

## TAXI NO. 30 TOUGH

Charles Rocco, 29, a musician for the National Broadcasting Co., was convicted of a charge of assault in West Side Court.

Samuel Sagrin, a taxi driver, said Rocco had beaten him with fists and a taxi cab seat with such force that his shoulder was dislocated.

Sagrin alleged to have blocked the taxi at 82nd street and Broadway with his cab so as to prevent Rocco from driving. Rocco alleged Sagrin called him vile names and kicked him when he went over to remonstrate with him.

## NEW YORK THEATRES

**2 ZIEGFELD SENSATIONS**  
GLOWING THE AMERICAN GIRL  
THE AMERICAN GIRL  
**EDDIE CANTOR**  
IN ZIEGFELD WHOOPEE  
WITH TRICK SHUTTLE AND RHYTHM  
**PAUL WHITEMAN** AND HIS CAST  
ZIEGFELD THE GIRL OF THE YEAR  
**SHOW BOAT**  
Music by George Gershwin  
Book, Lyrics, Music, and Lyrics by George Gershwin

**WILL ROGERS**  
**3 CHEERS**  
STONE  
In that  
to talk about  
anything and  
everybody  
CLOSE 4th & 5th Ave. Mat. & Sat.

**VANDERBILT** Theat. W. 42nd St. 21st  
Author Vanderbilt Musical Comedy Sketch  
**LADY FINGERS**  
with  
LOUISE BROWN  
MOVES TO LIBERTY THEATRE  
MONDAY, APRIL 1

MORRIS QUEST, by arrangement with  
DAVID BELASCO, presents  
**LENORE ULRIC**  
In Mr. Belasco's "MIMA"  
Masterpiece  
with SIDNEY BLACKMER  
Belasco Ave. 830, Mat. & Sat.

**PLAYHOUSE** W. 42nd St. 21st  
ELMER BRICE's New Play  
**STREET SCENE**  
Extra Matinee Thursday, Mar. 28  
Main. Every Day Extra Week, April 1-5

THEATRE GUILD PRODUCTIONS  
**DYNAMO**  
Marie BECK THE G. M. W. of A. T.  
Main. Thurs. & Sat. 1:40

**CAPRICE**  
GUILD THE. W. 52d St. 21st  
Mat. Thurs. & Sat. 1:40

**STRANGE INTERLUDE**  
John Golden THE. 24th St. & 25th  
Thurs. 8:15 P. M. & 10:15 P. M.

**PROCTORS**  
DUKE SHOWS  
NEW EAST 86th St. 21st  
MAY and BOB  
NEW EAST 58th St. 21st  
MAY and BOB

**CAPITOL** 14th Ave. 50th St.  
BUSTER KEATON  
In M-G-M's Laugh With Sound  
SPITE MARRIAGE  
Also Excellent Universal's Program of  
Movieland and Specialty Artists  
CAPITOL GRAND ORCHESTRA

**ROXY** 14th Ave. 50th St.  
WILLIAM FOX Presents  
**SPEAKEAY**  
PAUL ROBESON  
LOLA LAYNE  
SUNDAY ANNUAL SPECIALISTS WITH  
THE ROXY SUNDAY SUNDAY

**RADIO-KITH**  
SUNDAY THEATRE  
PALACE 14th Ave. 50th St.  
GILDA 6  
VINCENT LOUGHE and ORCHESTRA  
ROBERT HOBBS & CO.  
But Harris & Riddle-Savage & Eddy

**HIPPODROME**  
CONTINUOUS 10:30 A. M. to 11 P. M.  
GEO. WHITEHEAD & BERTIE TAYLOR  
HARLAND DIXON  
DAVID & DANIELI Dances  
Gilda 14th Ave. 50th St.

**81st St. 21st**  
GEO. WHITEHEAD & BERTIE TAYLOR  
HARLAND DIXON  
DAVID & DANIELI Dances  
Gilda 14th Ave. 50th St.

**RIVERSIDE** 14th Ave. 50th St.  
CHARLES RAY (in person)  
CLARK & BERGMAN; Others  
Gilda 14th Ave. 50th St.

**WALKER & CO.**  
VITAPHONE TALKING PICTURES  
WINTER GARDEN  
SINGING  
AL JOLSON

**STRAND** 14th Ave. 50th St.  
DAVEY LEE in  
"Sonny Boy"  
First Time at Popular Prices  
Dance 10:15 P. M. Daily  
at 10:30 A. M.  
All 35c  
Deluxe Midweek Show  
Nightly 11:30

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MAY and BOB  
NEW EAST 58th St. 21st  
MAY and BOB

Where the Broadwayers Meet to Eat  
at No. 1508—Opposite the Strand  
**Mrs. GERSON'S TEA ROOM**  
Among Those Present Regularly  
LOU INGLIN  
AL JOLSON  
JACK HENRY  
HARRY RAU  
VINCENT VOYLES









# VARIETY

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## 15 YEARS AGO

(From Variety and Clipper).

Universal had just completed six-reeler "Samson" and announced it was a "super" of some quality and scope that it would be exhibited at 25 cents instead of the customary dime.

"Peg o' My Heart" at its closing for June after a sensational run at the Cort, New York, of more than a year. Laurette Taylor starred.

Richard Bennett began to get the habit. Some newspaper referred to his play, "Damaged Goods," as "stage play." And Dick came back in a certain speech of characteristic violence.

Legislators already were shadowed with ticket speculator problems. New York City enacted an ordinance calling for a penalty for failure to print price on ticket book, although that was the practice. State had a group of bills under consideration to regulate seats.

Pathé, having withdrawn from General Film and established its own exchanges, the "trust" served notice that it was war to the knife.

New York Strand, under Joe Mark, announced opening with film, "The Spillers," which ran 118 days. Rumored deal for Vitaphone lease turned out to have been merely negotiation for booking in of feature on percentage.

The Urban-Kineto Co. of England spent \$10,000 on a big feature and then the censor banned its exhibition.

Universal let it be known that General Film proposed to credit scenario authors on screen, posters and in all advertising.

## 50 YEARS AGO

(From Clipper)

All show business aroused over an outrage to the people of New York. Maurice Barrymore, John Drew and Frederick Ward were playing "Diplomacy" on tour and a group of them were in a restaurant in Marshall, Tex., when a local man entered drunk and began disparaging of a woman, with the player, Barrymore, unarmed, stripped off his coat to fight and the man shot him. Ben Porter followed him example and was shot dead. John Drew saved the restaurant and was threatened, and was unhurt. Killer was James Currie, detective of the Texas & Pacific Railroad.

What infuriated state people was that the killing was unprovoked and seemed to be prompted by contempt for stage people more or less typical at the time of small towns in the sticks.

Status of college athletics seems strange to readers of these days accustomed to their importance. Columbia College was the first to hold its first indoor games in Gilmore's Gardens, New York, public, a definition of amateurism governing amateur competition. Faculty of Dartmouth granted a week's vacation in May or June to student members of the baseball team "so they might play games with other colleges."

A new game is described as introduced from Scotland to California. Two teams of five men each kicked a ball across country a distance of five miles. Prize correspondence is "hazy-about-the-technique. Game called "Gomi."

A female baseball club was organized in New York for exhibition game. Club had two teams, "Bitts" and "Blondes" and "Knickerbockerettes" who were "attractively costumed in silks and woolsens."

# Inside Stuff—Pictures

"The Great Power," independent all talker, ranked off the Capitol, New York screen after one day, is the first recorded instance of any picture being so treated by a Broadway first-run house. Picture was hoisted at the Saturday night show when developing mechanical difficulty. On the following show projectionist was reassured by the fact that Buster Keaton in "Spite Marriage" (M-G) substituted at the second Sunday showing. Film is synchronized.

Mike Shea, in Buffalo, says he has no intention of selling his interest in the Shea-Public local theatres to Public. Mr. Shea added the best of feeling exists.

Public Film has been reported as owning its partnership theatres 100 per cent for uniformity of operation. When buying out a partner, also the operator, the partner usually continues as the operator under contract to Public. Such a proposal by Public indicates nothing other than the 100 per cent desire.

In speaking before the National Press Club in Washington, Louis Mayer said, among many other things:

"The other reason that American motion pictures will continue to prevail throughout the world is my belief that just as all other American pictures have popularized American habits, customs, goods and ideas abroad, so will the American talking picture popularize the English language in foreign countries. The world has sought a universal spoken language. Esperanto failed."

While every branch of the picture business has been revolutionized by the advent of talkers, the craft of screen writing is looked upon by most of the old timers as being hit the hardest. Amazing demands are now made upon the screen writer. The conditions are now so exacting that more difficult than the playwright who can adopt one particular field for his efforts and stick to it.

Dial writers are called upon to furnish words for a show girl in one picture and provide polite conversation for a Spanish band in the next. Added to this, the screen writer must furnish accounts by arranging the words in proper sequence, for a foreign delivery of speech regardless of the nationality. He must also be as familiar with the vernacular of the underworld as with the most cultured.

Parent-Teacher Association of Liberty Court, O., heard a talk on visual education by Vernon Reigel, state educational director for Ohio. The part of the talk on the good of the picture was dropped since the censorship board is an adjunct of the state department of education.

If producers can get equipment installed in the schools, they may have a chance to avert for some of the losses caused by the brutal slashing accorded films shown publicly in the Buckeye State.

Two incidents within a week at First National on the coast reminded one production unit that the microphone is not to be ignored. In one scene massive iron doors were prescribed. As is frequently done, they were made of wood, but the doors were strained to such an extent that the clang of closing doors, the clang was absent. Two gates each weighing 200 pounds replaced the imitation.

It was also discovered that the bold, bad villain never will get over in a dialog picture if he possesses a soft or genial voice. Vocal tones must match the hard part of the speaker. One man assigned to a tough part was found in plenty of time rehearsing his voice so that it would sound as hard as he was able to look. Eventually he succeeded.

On the day that Charles Chaplin was expected by his staff to resume work following his recent illness, the comedian appeared at the studio accompanied by his two young sons. For two hours the three played around the lot.

Then the little Chaplins were lifted to the driver's seat of a big car, their father climbed behind the wheel and the machine was pointed toward the ice cream shop. The collection father arrayed in the garb by which he is identified in the outside world, and the sons in flannel suits, attracted attention—even on Hollywood boulevard.

Low down furniture on studio sets on the coast (futuristic is the name applied by the designers), is bringing one awkward after another from girls whose stock in-trade, or a measurable part of it, is their small frame and short stature. They insist the low furniture gives them the appearance by comparison of giants.

In one picture where the story, the collection father arrayed in the garb by which he is identified in the outside world, and the sons in flannel suits, attracted attention—even on Hollywood boulevard.

Girls insist that with the new fangled stuff they haven't a chance, looking the size of a house.

Independent producer with a more or less active picture background of 25 years has returned to the coast from New York where for six months he has been making the type of talker picture. Best offer he could get was one of percentage without a trace of guarantee.

Inde says he will synchronize the lot for sound, get a low priced equipment and take 'em out hunting.

"Broadway Melody," M-G-M's first screen musical comedy, cost \$50,000 to produce and may net near \$300,000, according to official expectation.

A novel gag, even for a film party, was pulled recently by John Hewlett, Paramount's newspaper syndicate editor.

Hewlett handed to each of the 60 guests much mimeography in which was contained the name of the picture. From serious attention to party business and less to conversation was the motivation.

A studio unit press agent assigned to cover the production of "Burlington" for Paramount sought some information from the many old time chorus girls now appearing in the beef trust line. Having little experience in the type of talker picture, the press agent was told, "44 Acres." He learned from other old timers on the set that this was her real name. She got it in the days of Billy Watson's "Beet Trust," and refuses to change.

During a cold snap the heating plant at the Paramount Long Island studios went pop, leaving the stages in something like Arctic atmosphere. The scene to be shot for a sound picture, the crew assembled, the lamps were turned on, the candle-power jumped the temperature 30 degrees in 10 minutes.

Draw a cartoon or believe it or not.

A. P. Wexman, Warner's chief p. a., has adopted the hotel idea for his company. It's the only one in the Warner building and the film industry for that matter.

A large "Do Not Disturb" sign is tied to his door knob. Somebody didn't see it and broke up a bridge game.

"Play Back" is the biggest thing in pictures on the coast to the eastward and it's certainly the biggest thrill in talkers to the actors.

A play back is the actors in a scene hearing themselves in it immediately after making this bit.

It occurs in the same studio in two different rooms. Scene is made on the stage. It may be dialog or song. From the stage, the actors troupe into an adjoining room where there is a loud speaker and listen to themselves.

This is only when the click process is employed. Play back is not available in those studios taking the talkers with sound on film.

On the coast, the actors (Vitaphone) picture recorders are used, and two films. One of each is for the archives, and the other is for record use. One of the wax disk is placed on a recorder for the play back, in the phonograph way. When the scene is made, the studio gather, the record is run off. Directors and executives mentally mark any defect, with the players able to criticize their own work through this process.

To hear the play back within three minutes after seeing the scene made is a thrill by itself to the lay observer. It must be that many times the actors are not aware of the play back.

Thrill is purely professional for the play back may be heard only in the studio.

Film-doms' most unusual reception room greeter has been secured by Spyros Skouras. With a long line daily waiting to chat with the Warner theatre operator this little girl, Ann Agnew, always has for the impatient.

"Please don't come until I ask his secretary again."

"A Chit house manager, plenty tight at the time, staggered down the aisle toward his organist while the audience watched a death scene on the screen.

"Play for Louise Blues" Joe," commanded the house manager.

"Why?" asked the surprised organist. "Why do you suppose?" retorted the manager stiffly. "Because my favorite piece."

A picture actress, on the coast has been engaging orchestral for her parties through a Los Angeles agency for several years. Recently she switched to all-colored bands for these parties.

No one in the cast seems to take the picture making business very seriously, even the director seemingly experiencing no difficulty in working without a script.

## Inside Stuff—Legit

Alex Yoken is in with Larry Fay on the revival of yé old fashioned mellers at the People's theatre on the Bowery.

One of the Bowery fire, Alex was in the Equity office, flung his bond for the opening there of "In the Gas Light" Co. Alex was reached by phone and notified of the fire. So he grabbed the People's and changed his bond for that house.

Morris Gert, in New York, had occasion to telephone his brother, Simon, head of the Los Angeles Repertory Co., regarding some plays to be produced in the city. The conversation ended in a gabfest, running some minutes more than an hour.

Most of it, according to report, concerned who would play the fall. Morris Gert won.

The New York Co. of "Harlem" at the Apollo, will engage a one-day April 2 (Wednesday) matinee and night, while the Chicago company will have a troupe prior to its departure west.

Andrew Simpson, a principal of the Chi cast which opens April 7, is so busy that he could only have made the past 11 years. Ellis were the Walter Hampton engagement of more than a year, "The Cat and the Canary," "Trial of Mary Dugan," which opened there and then moved to the Harris, and "Silence," which stuck about nine months.

One of Broadway's statistical grid also done figuring last week. One calculation was that the 49th Street theatre, New York, in seven years had played 38 shows. Further figuring was that the National theatre had only had one show in the past 11 years. Ellis were the Walter Hampton engagement of more than a year, "The Cat and the Canary," "Trial of Mary Dugan," which opened there and then moved to the Harris, and "Silence," which stuck about nine months.

The Theatre Guild has not relinquished "The Game of Love and Death," which it recently rehearsed for four weeks, then paying off the company and canceling the date at the Biltmore. Another producer sought the script, but discovered the Guild had renewed its rights by paying a further advance in royalties. Guild believes the play exceptional and will present it next season.

## Inside Stuff—Vaudeville

After kidding the entire room at Coffin Dan's in Los Angeles the other evening, Al White got a Monday night gig with Jack Yellen. Boss were in a party containing other celebs. As usual in Dan's cellar place, they were called up by E.B.B. to rise or do something. As each name was called by the initials, the performer bowed while ad libbing.

Later, B.B.B. called upon Al to sing a song on the small stage. The table dim came terrific at this and Al could not well refuse. At the same time was Milt Agor, Yellen's partner, who was also ad libbing. (Yellen & Bornstein). Milt is the composer and Jack the lyricist. Without thinking, Al said to Yellen, "Come on, Jack, play for me," and then he sang "Monday Night" with White.

"What do you want," Jack inquired of Al. Al mentioned the title of a number and Jack commenced to strum the keys. It sounded worse than a bad imitation. Finally, Yellen, who was sitting at the piano, wanted to return to the table. Meanwhile, the party came with were laughing their heads off because Al did not recall his error. Of a sudden it dawned upon Al that Jack couldn't play a note.

New policy at Fox's Brooklyn is making itself felt, cutting into the Brooklyn-Paramount and the other houses in the neighborhood.

The second is now a Monday night show, while the category, changing over from its picture policy. First show, which Blossom Seeley topped, ran for nine days from its Saturday opening.

An act booked for 15 weeks with Loew was caught and liked by Marco (Pancho & Marco) during the coast producer's recent talent hunt in New York, making his eastern headquarters in the Fox (vaude) theatre requested through Fox. The Loew release the act for the coast.

The act had played but two or three of the 15 weeks contracted for but was pulled off the Loew books and re-booked for Marco. The Loew agent had originally planned to release the act to the Loew circuit, but on the 10 weeks (Loew) not played, with no commitments due him on the direct Marco booking.

## Guild Plans to Embrace More Major Cities, Bringing Total to 11

Subscription Season Longer in New York—Chicago Minimum 3 Weeks—New Shaw Play

The Theatre Guild's plans for next year call for the installation of the subscription plan in four more cities and the retention of that plan in the six cities played during the past season by the Guild's Acting Company. Moreover, the subscription period of all productions is to be extended a week in New York, this being done to accommodate a lengthy waiting list of prospective subscribers. It will give the Guild subscription seasons in 11 cities of the U. S.

In Chicago, where the Guild has been strong for two seasons, all shows will play a minimum of three weeks instead of two. At the moment the Guild makes over \$2,000 subscribers in New York and almost as many in other cities. The definite continuation of the road policy instituted last year and the increase of subscription runs in New York and Chicago more than offsets a steady growth of the subscription plan, something brought to the light show business by the Guild and so far not successfully copied.

### Next Season's Plays

Plans for New York next year will be headed by a production of Bernard Shaw's new play, "The Philanderer," not yet delivered to the Guild, but expected soon. It is expected that this will be an early subscription production. The first for next year in New York are Franz Werfel's "Spiegelmann," "The Man," "The Traveller," and "Turgenev's A Month in the Country." S. M. Behrman's "Metecor," and "The Green of the Country," "Comedy," "Silv'va," (the author of the current "Caprice"), "The Genius," "His Brother," and new plays by both Eugene O'Neill and Edith Howard are on the list. There is organization about new plays by either O'Neill or Howard, and an official of the organization stated that they are expected.

New cities to be added to the principal road tour, i. e., that of the Guild's Acting Company, are St. Louis, Detroit, Cincinnati and Washington. Continuing to be on the list will be Chicago, Boston, Philadelphia, Cleveland, Pittsburgh and Baltimore. In addition, many other cities will be visited by an especially organized unit which will succeed what was known as the Guild Repertory Company. This company was broken up from coast-to-coast for two seasons and successfully. The new company will be much larger than the previous ones and will play a more elaborate type of production. Naturally, the cities which had done best for the Repertory Company will be served by the new group, which will have "Macmillan," "Volpone," and "R. U. R." as its repertory for the coming season, and will have same companies. It also play some of its productions in the subscription cities.

Plays to be sent out next year will be "Cavalcade," which will have Alfred Lunt and Lynn Fontana in their present roles; Shaw's "Major Barbara," which will have travel as a unit; "Wings Over the Interlude" (the present Pittsburgh troupe and the one now playing on the Pacific coast), and the three plays named above. "Macmillan," "Volpone," and "R. U. R." will tour for the second season of the year, "Macmillan" and "Volpone," ditto for "R. U. R." which was toured several years ago by a management which secured road rights at the time from the Guild.

### Buy and Road Same Season

Into each of the subscription cities at least five productions will go and the roster of the acting troupe will be so arranged that in the future each actor will divide his time between the road and the city in the same season, this being an effort on the part of the Guild to show its out of town subscribers the same basis as those in New York. The tour of "Caprice" will be strictly limited to the subscription cities, with three weeks for Chi-

cago, two weeks each for Philadelphia, and Boston, and a week each in Baltimore, Cleveland, Detroit, St. Louis, Cincinnati and Washington. "Strange Interlude" will be headed by a week in each of the subscription towns; in Chicago the stay will be indefinite as it will be in both Boston and Philadelphia. There is also the possibility that "The London" will have returned from its London engagement by the opening of the new season and it so, it will be sent out, this time, to the coast, for which it was headed when negotiations for London were closed. The play opens in London April 4 and the first of the new tour under the local sponsorship of C. B. Cochran, "Forsy" tour was excellent during the past year and the Guild figures that the show will do well on its repeat dates, as every night of this year's tour was in order to make a Chicago run of it and also include the subscription towns.

### 16 Productions

These plans will give the Guild a total of 16 productions, including both New York and the road, for next season and also shows, in the road, of "R. U. R." and "The Philanderer," that the organization plans to draw upon its past successes to bring the road, as well as sending out the summer tour, to the road. Despite the rapid growth of the Guild, it is adhering strictly to its policy of sending a play for New York and no more. The board of managers explains this by saying that the group will not take on more creative work than it has handled in the past, which means that their success on the road will not make them turn to any factory system of production.

In two weeks, on April 14, the organization will celebrate the 10th anniversary of its existence, at which time they have produced 72 plays on Broadway for a total of over 8,000 performances.

Baltimore, March 26. The Theatre Guild's first subscription season in Baltimore closed last Saturday night when "Forsy" completed its week-long run at the theatre that ended with near capacity houses at Ford's.

As a result, the Guild announced a six play season here next year, including a two week engagement of "Strange Interlude." Dates have not been selected.

## N. Y. Expects People Of Stage From Arrest

Albany, N. Y., March 26. Actors, actresses, musicians and stage hands will be relieved of the provisions of the New York theatre padlock law by the Post bill passed by the assembly without a dissenting vote. The bill, which the bill strikes out the reference to the profession in the opening section of the law, and then adds a new section, which specifically says that members of the theatrical profession are not to be included in the law, shall not be subject to provisions of the law until a court has passed upon the alleged unconstitutionality of the law or forbids some particular feature of the play complained of pending a judicial decision.

The practical effect of the law will be to prevent subjecting members of the theatrical profession to spectacular arrests at first night performances of plays alleged to be immoral.

Introduced the amendment, is the son-in-law of Roland Kirby, correspondent for the Morning World. His measure was framed after being informed of the legalizing by the New York legislature. The Post was interested in the situation following conferences with Kirby leaders.

### "Paris" to Tour

Irene Bordoin's show, "Paris," which closed its New York engagement at the Music Box Saturday night, recruits Easter week for the subway circuit.



PEGGY BERNIER

With the Western "Good News" company, "The St. Paul" (New) said. The crazy prancing of Peggy Bernier's undisciplined limbs immediately made her the nominee for the title of the world's swiftest dancer. The audience did everything short of actually dragging her out from the wings to make her dance some more.

Direction  
**RALPH G. FARNUM**  
1560 Broadway

## Barton's Wife Demands Share in Prosperity

Papers filed yesterday (Tuesday) in New York Supreme Court open Mrs. Cecilia K. Barton's fight for an alimony increase from Jim Barton, the comedian, now in the legit show, "Burlisque," playing the subway time. The wife has been receiving \$10 a week since her legal separation in 1924 and seeks her share of the \$100,000 a week in view of Barton's estimated earnings of from \$1,000 to \$4,000 in "Burlisque" and picture houses.

Through Julius Kender, the attorney of record, Mrs. Barton says that a referee be appointed to determine the comedian's earnings, reduce them to the benefit of his prosperity.

Father named Katherine Penman, a chorister, as the Dowry of her marital breach.

Barton, when starting at the Astor, New York, in "Dew Drop Inn," allegedly met Miss Penman of the chorus and subsequently deserted her to marry the comedian.

Charles E. Wilson, former stage and screen director for Tiffany, has been named by Fox to a long term contract as director of all the stock companies being planned in various cities as a source of future Fox screen talent.

Wilson has left for Connecticut to determine suitable localities for stock ventures and make arrangements for production.

### Thom's Screen Years

Los Angeles, March 26. Norman F. Thom, known as the John Drew of the Mississippi, is in the picture business as a screen actor. He was given an, extra part, appearing as a uniformed copper for Universal.

Thom came here from New York after appearing at the Belmont with his new and withdrawn.

No mention of what's happened to the boat or players.

### CHARLOTTE'S "LETTY"

Los Angeles, March 26. Charlotte Greenwood will be starred in a Vitaphone version of her musical comedy "Letty" by Warners. Picture, which will be done in color and goes into production April 1.

Miss Greenwood, after completing this one, will have two additional pictures to make for the concern.

"CASTANETS" GIVES UP  
—After nine days' rehearsal, "Castanets" has been withdrawn from the cast receiving two weeks' salary for rehearsing period.

The piece was written by John Patton Russell and was reported financed by a Wall street broker named Tanner.

## Felix Steps to Coast, Side-Stepping Ziggy

Getting word of Florenz Ziegfeld's contemplated injunction suit to restrain his leaving New York state, Seymour Felix lost himself until Sunday, or more strictly one past midnight Sunday, when he became immune from service. Whereupon Felix went home, packed and left for California to take up his duties with Fox Movietone as supervising stage producer for the new musical comedy, "Ziggy." Ziegfeld is puffed at Felix, claiming the latter accepted a \$5,000 advance on contract to produce the new show.

Felix, who was on "Whoopee," claimed that that "next show" specification was too indefinite and refused to be kept waiting too long. Besides which he holds his contract with Fox through Al Lewis and the latter, frankly admitts of co-operating with Ziegfeld and further promised to return to New York for his Ziegfeldian duties, providing Ziggy told them both just when that "next show" would come to pass.

Lewis had agreed to arrange his road schedule as a managerial courtesy to Ziegfeld and make it possible for Felix's return to Broadway from Hollywood in time to do that next show.

Ziggy now wants Felix for "East Side" that was to have been the "next show," but William Anthony McGuire had kept everything tied up because of the book. The Gershwins, George and Ira, are setting the tunes and lyrics. McGuire has completed a skeleton and a first act and Ziggy wants Felix to do the dances.

In addition, Ziegfeld alleges that a proviso in his "Whoopee" contract with Felix is that the latter stay in New York for purposes of fixing dance numbers up intermittently. Felix gets one per cent. of the gross of "Whoopee." The dancer-producer's attorneys, Goldsmith, Goldblatt & Hanover, contend that the contract came back off and on for his "Whoopee."

Felix received a \$5,000 advance from Ziggy for the "East Side" and offers to return to the cause of the Fox Movietone contract.

A field office stated Monday the proceeding would be directed against William Fox. Flo Ziegfeld, retarded from returning on Palm Beach through a slight illness, will start producing the musical version of "East Side" within 10 days and claims Felix is under contract to stage the dances.

## Legit Show Booked for Picture One-Nighters

Chicago, March 26. "Scarlet Woman," with Pauline Frederick at the Corliss, has been booked for a week of one-nighters in Illinois by the Great States circuit of picture houses, starting April 22.

No closing date posted here yet.

## Nap for "Bed Fellows"

"Bed Fellows" at Werba's Theatre has new days off next week. Bernard Levey says a Shubert house will be obtained for a New York production.

The show rehearsed three weeks which enables Levey to exercise his extra week as a l. o. pending a bookish adjustment.

## Leblang's Florida Hotel

Miami, March 26. Joe Leblang and a syndicate of capitalists have bought the hotel together with the first mortgage, on the Hollywood Beach Hotel, Hollywood, Fla. for \$100,000. New board of trustees who will operate consists of Joseph Young, president of Hollywood, Edward Rosenthal and Fred Kaufman. Expansion and improvements planned for next season.

### LOWELL SHERMAN'S DATE

Los Angeles, March 26. Lowell Sherman's picture production unit has been withdrawn from contract with Warners April 15.

Lowell Sherman has been producing a picture for the Warners movie's next and has been placed under a five-picture contract with the concern by Jack Warner.

## ANGELS FORCED TO PAY UNCONTRACTED PEOPLE

But Remedy of Contracted Employees Is in Suit Alleging Breach, Court Holds

Chicago, March 26.

Settlement of the "Do Me a Favor" test case last week by Master in Chancery Sidney Pollack set the following precedent for the theatrical companies in Illinois: A breach of contract by a company is liable for two weeks' salaries for employees not under contract. It was held that the latter seek full compensation on a breach of contract claim.

The test case was started some time ago by Thomas L. Diggins, advance man for the "Do Me a Favor" production, which opened Nov. 6, 1927, at the Davidson in Milwaukee and closed a week later.

Decision in favor of Diggins was through an Illinois statute, passed 1927 which provided that the latter for the last two weeks' salary of an employee.

In the case based on the same facts, Ed Wallie and George Peck, stagehands with the same company, couldn't get their last week's salary because of the breach between the producers and the stagehands. It was held that their remedy was in a suit for breach of contract.

Shareholders in the defunct corporation were Arthur P. Feiger, an attorney; Bertha Peiger, his mother, and Evans Lloyd, producer.

## Jed Harris Free to Book Erlanger Time

Jed Harris can take his "Front Page" into the Erlanger houses or anywhere else for bookings and need not be bound by an exclusive Shubert booking arrangement which the brothers Levey with the Erlangers, according to Justice McCook's ruling, denying an injunction against Harris. It was held that the newspaper meller in houses contracted by Erlanger interests.

A field office stated Monday, in consideration of a \$200,000 investment, all attractions appearing in the Shubert houses, the brothers Levey, in the Square and Apollo theatres, which houses are controlled by Arch and Edgar Selwyn, will be booked by the Shuberts on the road.

Justice McCook contends that not only is Harris not bound or obligated to the Shuberts by a third party contract, but that the brothers Levey and Shubert, but that moreover Harris has not been served and is not bound by any interference by defendants with any contractual rights of the plaintiffs.

## Ann Harding in "Paris," Original for Ina Claire

Los Angeles, March 26. Ann Harding is being booked by Pathe to do "Paris Bound." Ina Claire will not be in the picture. "Paris Bound" is a picture in contract with Pathe. Frank Reicher to direct dialog.

Pathe's manager is writing an original for Miss Claire. Star arrived on Coast to start Pathe talks on this week.

## It's Princess Again

With Lucille La Verne unable to make her revival of "Sun Up" the Princess which she renamed "Sun Up" and which she had taken over the house for three years, opening with "He Walked in Her Sleep."

La Verne's picture, written by Benjamin Stein, will produce "Jade God," by William Barry, in May.

## TOTTENS BANKRUPT

Edith Totten Fanning and her husband, Rotten Fanning, both of the Hotel Astor, have filed voluntary petitions for bankruptcy in the federal court.

Bankruptcies date from the foreclosing of the Edith Totten theatre on West 49th, now called the President, which Fanning built and managed on his wife's behalf.



## London As It Looks

Queena Pollock, with Eva Le Gallienne, and a review of "The Broadway Melody" by William Langwater. John Held, Jr., has some illustrations in April issue.

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# Want Holdout B'way Mgrs. to Produce Hits as Films—Film Cos. Distributing

Hard-to-get legitimate stage producers with sure-fire plays are going to have a chance to prove that the prices they are demanding are supported by values.

It is understood that Paramount and other film producers are not anxious to give everything to the Broadway impresarios as about to make a counter proposition. Managers unwilling to sell on the film companies' terms will be approached to produce a picture in film version of their properties with film companies to accept for distribution.

Plans for film studies to be made available for Broadway dignitaries to produce their own properties, and a distributor a percentage of the gross. Plan is still formative, but is understood to have reached the discussion table.

## Selwyn Wires 3-N. Y. Houses for \$61,000

"Rainbow Man," Sono-Art film recently produced on the coast by and with Eddie Dowling, will go in Selwyn's Broadway picture. The picture was first announced for the Cohen, with "Hello Dadda" current, then moving to Selwyn. The picture was suddenly made last week.

All three Selwyn theatres on 42nd street will be wired at a cost of \$61,000. The Selwyn will be the first to be ready. Report is that the equipment for the Selwyn is scheduled for another theatre but Arch Selwyn secured precedence.

Times Square and Arlo will follow.

Latter house is under lease to Charles White, who will receive in due this summer, but talker equipment will be installed to take advantage of pictures which may come along. That also goes for the Times Square, rented by Ed Harris. In the meantime, Harris may extend the rental.

## Salvin's \$10,000 Award

The all-Chinese "Chinese-Ling," which topped a couple of seasons ago, is the basis of a \$10,000 judgment award by the Appellate Division in favor of Baiting, Inc., and George M. Garson. Latter, along with Arthur S. Friend and Park Co., were involved in the suit payable to Salvin to defray cost of costumes for the show which Arthur Lyons produced with Salvin's financial backing.

Money was paid to Newer Costumes, Inc., still another company, in which Salvin was interested.

The lower court had originally ruled against Salvin, contending that he had not showed cause of action, but on appeal the higher court reversed and favored the former suit club impresario. Salvin is now the treasurer of the company of Lyons and Lyons, Inc., the agency between Arthur and Sam Lyons are members.

## Barrymore Co. Claim

Claims for one week's salary have been filed with Equity by Barrymore who are going to play "The Kingdom of God," recently withdrawn from the Barrymore. The claims are against Lee Shubert who contends that as no performance has been given in the week in question, no salaries are due.

Closing notice was posted. Miss Barrymore was taken ill on the previous Friday. The supporting cast was asked to return to the theatre following Thursday when it was decided not to resume. Matter will probably be arbitrated.

## ANN NICHOLS IMPROVED

Ann Nichols, actress, March 26. Nichols is closing at the producer of "Able's Irish Home" here a month, is recovering from her recent illness.

She contemplates remaining until May, when she is going abroad.

## Vivienne Siegel in Film

Vivienne Siegel will be opposite John Boles in "Rainbow Man" in New York. Two new special songs to be written by the W. B. staff, will be added to the original score.

## ROBT. PARIS CONVICTED AS EQUITY IMPOSTOR

Chicago, March 26. Robert Paris (alias Parham, alias "The Legit Actor," pleaded guilty in Lansing, Mich., to accepting money under false pretenses from Equity and is up for sentencing.

Stranding of the Auditorium Players in Lansing brought about the discovery of Paris after Equity had been searching for him. He had been in the east under assumed names, always claiming to be an Equity member with his card either lost or stolen.

When the Auditorium Players a friend of Clarence Sterling of Equity sent the card to New York for verification. This led to exposure of Paris, who posed as Robert Parham, and signed a receipt for \$70. Later it was found that the real Parham was in New York at the time.

## Schlesinger Now Owns "5 O'Clock," Road Victim

Morris Schlesinger took title to the production of "The Girl" upon decision of a sheriff's jury in Newark last week. The picture was produced by the Shubert theatre, operated by Schlesinger, who had advanced about \$10,000 to Philip Goodman to bring the show in from Pittsburgh. At the end of the Newark trial \$10,000 was due Schlesinger and he took judgment.

The only contention to the action to secure ownership of the production, which includes some 300 costumes and about \$5,000 in electrical equipment, was the Display Lighting Co. A representative of the latter appeared but without books and could not substantiate the "Girl" ran 67 weeks, including the Broadway engagement, but was a road victim.

## 'Town's Woman' Naughty

"The Town's Woman" closed abruptly at the Craig Saturday. The Equity members, who were in the picture, withdrew. Although it is permissible to close Holy Week without salary, it is not permissible to pay any security, by reason of the show was actually closed.

The matter later figured on resuming next week and applied for permission from Equity's Council yesterday. The matter is still under doubt. The Craig's backers stepped in with an objection, stating they believed portions of the play were naughty and should be rewritten. If the show resumes another house will likely be booked.

## "Lover" Closing

The new Murray Phillips show, "An Emergency Lover," by Arthur K. Brown, is closing at the Craig Saturday night. The Phillips office says the show is stopping for a fortnight to permit revision.

## Dan Healy's Show

Dan Healy is shortly to turn producer. His first venture will be a musical comedy.

Three angels are under Healy's wing and the book has been written. Production is slated for summer consumption.

## CIVIC JOE CLEARY'S

Appointment of F. H. Cleary, manager of Joe's Theatre, as assistant manager of Cleveland's Public Hall, has settled the race for civic theatrical jobs.

A number of local theatrical managers had thrown their hats in the ring for the \$5,000 yearly position.

## ILLNESS CLOSING THEATRE

Ann Davis' attack of acute tonsillitis closed "The Stage Bed" Friday, Saturday and Sunday. Play was held a second week when she recovered.

Mavis Davis is guest star with the Stuart Walker Company at the Trafalgar.

## Shows in Rehearsal

"A Message from Mars" (Guy Bates Post), Wallack's.

"Philly's Estate" (Theatre Guild), Biltmore.

"Under the Gas Light" (Vivian Fay), Union Church.

"Before 'Em Twenty-Five" (Lawrence Boyd), Booth.

"Jenny" (Booth), Ambassador.

"The Camel That's the Needle's Eye" (Theatre Guild), Guild.

"Little 'Tillie" (Brady, Wilman & Weatherly), Mueh Box.

## Gillmore West for Equity Prospects in Film Studies

Frank Gillmore, Equity's president, gave for the society last week, the object being a survey of conditions from an actor's standpoint.

To data Equity's activities do not include the picture field and a plan to institute a standard form contract for picture work was voted on the coast last summer. At the time the plan was in force over the threat by producers to cut salaries.

With the expected increase of the number of legit actors required for the rapidly expanding theatre production, Equity's coast officers are expected to assume greater importance and the use of a standard form of contract may emanate.

## Millionaire Stock Actor Gets 5-Yr. Fox Contract

Los Angeles, March 26. John Breeden, millionaire in his own right, and son of one of the wealthiest San Francisco families, has been put under a five-year contract by Fox.

Breeden is a linguist, having been educated abroad and also playing in theatres in Germany and France. He has been with the Henry Duff Players in San Francisco and Los Angeles for the past two years.

Formerly presenting legit, all of his work is now done by Fox, and his work is impressive. The latter he made a new year deal for the actor's services.

## Historic House Passes

Cumberland, Md., March 26. Belvidere, dating back to the Civil War and one of the oldest houses in the East, closed last week. The property, owned by the old star, was sold to a new owner. It was the first picture house here.

The new block is to go up on the site.

## "ALOMA" SUIT SETTLED

A suit against James Thatcher and the Moore Theatre, "Aloma of the South Sea," pending two years was settled out of court this week.

Don Valentine, stage manager of the show, who also played a part, was suing for salary as stage manager. O'Brien, Malvernky and Driscoll for the plaintiff.

## CLOSING IN PORTLAND

Portland, Ore., March 26. Henry Duff will close his Duff theatre here in two weeks.

Trouble with stage hands is ascribed as the cause, although it is also reported business has been off.

House has been grossing between \$4,000-\$5,000.

## LEAVING CAST

Bernard Randall, Sam Kane and Ned Hamilton, who were in the cast of "My Girl Friday" this week, complaining that the Schnelbein-Bacon production was not a success, have left the show to make a salary book if the show ran beyond two weeks.

William Crew, the author, who plays civic theatrical jobs, is also shortly retiring from the cast.

## SUIT OVER FIAT

An actor in the short life of "Soll," at the Waldorf, New York, is a suit for damages filed by Bob Baker, who played the show in the house, against Julius Meyer, the house operator. Goldsmith, Gold & Hanover appear for plaintiff.

A one-half week's salary claim against Julius Meyer has been filed with Equity by the cast.

## Equity Pays Off Cast Despite Part Waiver

Something of a mix-up occurred in Hartford Saturday when Murray Phillips started to pay salaries to the cast of "The Emergency Room." The players had agreed to a partial waiver of two weeks' salary in guarantee with Equity. Phillips who presented the show paid each player \$100 and \$200 for two weeks.

Phillips was advised that regardless of partial or complete waiver, salaries were payable according to contract and Equity paid on the basis with funds on deposit there. The show which was originally tried out under the title of "Gander Sauce," is due to close in Newark this week. A further complication concerns wardrobe which it is understood will be the property of the players upon closing of the show.

## Meet Lawrence Boyd

The new Lawrence Boyd show, "Parsons for Two," was renamed "Before 'Em Twenty-Five" Monday. You'd never guess Lawrence is the corrupt Larry Grogg, caricature of the famous friend of Winthrop Ames has resulted in Ames temporarily assuming charge of the show, starting this week.

When You're 25" is by Kenyon Nicholson, who gave the stage "The Barker." Cast includes Ernest Newman, J. Bressler, Mildred McCoy, Fritz Williams and Josephine Hull.

## 'MARS' IN ROCHESTER

"Message from Mars," the Guy Bates Post show, has not been in Rochesters, but is expected to start April 4. Show will go on to Toronto, Montreal and then open in New York April 23, which is the date it has not yet been secured.

Supporting Post are Lee Baker, Katharine Standing, Beatrice Terry and George Farrer.

## MEYERZ ASKS FREEDOM

Chicago, March 26. Arthur Metzger, company manager of the "Hottentot," has started suit for divorce through Attorney Phil R. Davis against his wife, Mrs. Metzger.

Marriage was in 1924, and separation six months ago. There is one child, a son, who has agreed to pay \$45 weekly alimony for his maintenance.

## COAST "ANNIE" CAST

Los Angeles, March 26. Cast of "Little Orchid Annie," being presented by W. Rowland and A. Leslie Pearce, at the Mayan, March 31, includes Ruth Taylor, Ruth Donnelly, Mabel Porter, Julia Blanche, Goldie Cowell, Claudia Allister, Frederick Sullivan, and John Manning. Harry Hoy and George Harris.

## U. A. HOLDING JOAN BENNETT

Los Angeles, March 26. Option on Joan Bennett, daughter of Richard Bennett, will be taken up by Equity, which is the rival of Joseph M. Schenck.

Mr. Bennett was recently brought on from New York to play opposite Ronald Colman in "Bulldog Drummond."

## COLLIER FOR COAST

William Collier, Sr., is to write and direct a play upon the stage goes west almost immediately to take up his duties.

The show is doing some work at the Paramount Long Island studio.

## SAN DIEGO'S ROAD SHOWS

Los Angeles, March 26. Harry Meyers, operator of the Strand, at Beach, Cal., is to close this week for a 10-year lease on the Spreckles, San Diego.

House will be renamed "Spreckles" and will play road shows, splitting with Long Beach.

## "Hottentot" Horton's Next

Los Angeles, March 26. Edward Bennett Horton will revive "The Hottentot," to follow his production of "The Swan," closing the Majestic April 7, after 11 weeks.

## Revival of "Under the Gas Light"

Los Angeles, March 26. "Under the Gas Light," starring Lorry Fay, at the People's, Broadway, postponed from April 1 to April 2.

## MILLER WILL STICK TO BRITISH TRYOUT PLAN

## Claims Much Cheaper Over There—Re-signs With Paramount

Following more or less closely along the production lines he set in England, Miller, who returned from London last week, stated he would adhere to the plan of sending his plays to England first before presenting them here. He inlets the costs of experimenting and trying out plays on this side are too high.

Miller's contract with Paramount, as executive and producer of the Charles Frohman office, Par's legit production arm, expires in June. He has entered into a new agreement with Adolph Zukor to continue in the same capacity but for an indeterminate period. The producer will yearly spend three months each autumn and one month during the spring in New York, staying abroad the remainder of the time.

Most of Miller's productions are authored by British or Continental writers, and he has been to originate first time. Guthrie McClintock will from time to time, produce for experiment, but Miller's plan is to be done here. Since the incident of "The Captive" the Frohman name has been a bad omen for Miller presenting attractions under his own title.

## Two to Come

First of the Miller English produced shows to arrive here is "The Captive," which is expected to arrive last week. However, there are two more to come. The first of the show which will be made over here, "Journey's End" is not typical of Miller's work. It is set in New York, in the Greenwich Village Square, current in London and which is to be brought to Broadway in the summer. "The Captive," due here at the same time, is to be tried in England but Miller will have the production made over here and shipped abroad. Shows which he feels are ready, when brought here, will be shown for a performance or two in a nearby break-in stand, such as Great Neck, before they are sent to New York.

Miller's plan does not call for engaging only English actors for his productions. He has been successful by American actors, actors may be taken to make for the New York trials. The manager explained that during the summer many actors are sent abroad on vacation and the choosing of a cast should not be such a problem.

Miller's first production, "The Road-Block Lover," done in association with A. H. Woods, cost \$25,000 to produce. It was a success when he produced the same show in England it cost but \$4,000 to produce and he then secured a large following of his shows over there. Miller's principal complaint against what he says are excess production costs concern back stage labor.

## Guest Star Policy to Replace Elmhurst Vaude

The new Queenborough theatre which is going to replace Frank Wirth and his Elmhurst Vaudeville, is to be switched from vaudeville and pictures to stock starting Monday. Reconstruction of the two way boulevard has blocked the approach to the house, affecting its regular business. The theatre is a stock season, however, are claimed to have assured its success.

The stock is being done some work by W. A. Brady, Jr. and Dwight D. Winn. The new policy will extend for at least six weeks. The house which was taken over by the new Vaudeville and pictures is talking shorts.

## \$4,000 FOR MAJESTIC

Boston, March 26. Majestic theatre is going over to pictures, having been leased by W. A. Brady, Jr. and Dwight D. Winn. The new policy will extend for a period of one year.

Understood the rental is \$4,000 weekly, but the new policy will be wired.

## Craven Writing for Lloyd

Los Angeles, March 26. Frank Craven, following the closing of "The 19th Hole" in San Francisco, has been in the line for Harold Lloyd's picture now in the making.

Craven will co-operate in devising titles for the silent version.



## 20 B'way Houses Dark, Only 43 Holy Week Attractions Current

Ten Shows Close as One Hit Appears in "Journey's End," Leader of Drama Field in Demand

Broadway entered Holy Week, the low water mark of each season, with 20 theatres dark, not counting several others which have been more or less unattended this season and last. Despite the several revivals there are but 43 current attractions.

The leaders, both musical and dramatic, seem to be getting all the money. Smash figures are being drawn by such productions, but there is a wide gap between them and the straggling field. Some of the grosses are unbelievably low. Managers of such shows are literally throwing money against the wall.

### Monday Night Up

This is the week of theatre parties, a sort of concentration of sales of tickets in blocks at a reduction, the idea being to counter the pre-Easter slump. Monday night was something of a surprise business bettering the first night of the preceding week and without party aid. As for most attractions, however, it is a matter of hoping that the dawn of Easter will ease up managerial financial worries.

An indicated fresh hit came in last week when "Journey's End" opened at Henry Miller's Friday night. Early this week in agency circles it was reported the English play had jumped to demand leadership, the brokers taking over all the lower floor and part of the balcony.

Last week 10 shows closed on Broadway, two being added to the closing list at the last minute. They were "Buckaroo" (Erlanger's) and "The Towns Woman" (Craig). Next week the dark spots will be about half lighted, with the arrival of nine fresh attractions. At least two are revivals on the being "Under the Gaslight" which will be presented on the Bowery. The others are: "Mrs. Rumpstead Laid" (Klar); "Music in May," which follows "Boom Boom" (held over this week) (Casino); "Mama Estate" (Biltmore); "Appearances" (Hudson); "Bird in Hand" (Booth); "Man of High Degree" (formerly "Bulldoze Club") (Longacre); "Paola and Francesca" (Forrest); "Ho Walked in Her Sleep" (Princes).

### \$20,000 Leaders

The non-musicals leaders are "Street Scene," "Holiday," "Caprice" and "Mima," ranging from \$20,000 to \$24,500; "Kibitzer," \$18,000; "Strange Interlude," \$14,000; "Let's Be Gay," "Dynamo" and "Little Accident," \$13,000; "Harlem," "Age of Innocence" and "Serena Blandish," \$12,000; "Courage," \$11,000; "Brothers," \$10,000; "Front Page" and "My Girl Friday," \$9,000; "Most Immoral Lady" and "Meet The Prince," \$8,000; others out of the running entirely.

"Whoopie" still the musical leader at \$49,000; "Follow Thru" also a smash, \$41,000; nearly all others have been affected except "Hold Everything" at \$34,000; "New Moon" excellent, nearly \$37,000; "Pleasure Bound," "Three Cheers" and "Floretta," \$35,000; "Shoebat," \$34,000; "Spring Is Here," \$29,000 and should build; wide gap to the balance with "Aunt Crookers" at \$20,000 nearly through and "Good Boy" and "Hello Duddy" down to \$15,000; "Blackbirds," however, strong at \$17,000; "Lady Fingers," \$14,000, but should improve when moving to Liberty, next week.

### In the Agencies

"Journey's End" is the only notable addition to the agency buys, which totaled 20 this week. The list, too, now includes these Hoboken revivals, "After Dark" and "The Black Crook," which have attracted so much attention and trade from New York. The buys are: "Spring Is Here" (Alvin), "Mima" (Belasco), "Hold Everything" (Broadhurst), "Follow Thru" (Chanin's 46th St.), "The Perfect Alibi" (Hopkins), "Floretta" (Globe Carroll), "Three Cheers" (Globe), "Caprice" (Gulick), "Journey's End" (Henry Miller's), "After Dark" (Hoboken Plaito), "The New Moon" (Imperial), "Strange Interlude" (John Golden), "Let Us Be Gay"

(Little), "The Black Crook" (Hoboken), "Pleasure Bound" (Masque), "Whoopie" (New Amsterdam), "Street Scene" (Playhouse), "Holiday" (Plymouth), "Kibitzer" (Royale), "Shoebat" (Ziegfeld).

Cut Rates  
Faltering trade along Broadway

takes in the cut rates where the in-between shows and those ending runs are offered. It is low ebb here as much as anywhere. The bargain list: "Good Boy" (Hammerstein's), "Boom, Boom" (Casino), "Lady Fingers" (Vanderbilt), "Hello Duddy" (Geo. M. Cohen), "Holding (Bayes), "A Trip to Scarborough" (Cherry Lane), "Little Accident" (Ambassador), "A Most Immoral Lady" (Corti), "She Got What She Wanted" (Wallack's), "Whispering Gallery" (46th St.), "Brothers" (46th St.), "That Ferguson Family" (Masque), "S. S. Glencaine" (Gulick), "The Tenth Man" (Daventry), "Indiscretion" (Masque), "Harlem" (Apollo), "Dynamo" (Martin Beck), "The Earth Between" (Provincetown), "The Lady From the Sea" (Bltou).

## Los Angeles Grosses

Los Angeles, March 26.  
Eugene O'Neill's marathon drama continues to dominate the burg. Third week of a six-week booking and doing smash trade.

Estimates for Last Week  
Biltmore—"Strange Interlude" (3d week). Attraction of any suburb must be a wow in this suburb to get \$25,000.

Belasco—"Silent House" (1st week). Mystery opened snappily, copying around \$15,000. Closes tour here April 13, returning to New York.

Majestic—"The Swan" (9th week). Bagged a bit to \$17,000.

Figueras—"House of Women" (3d week). Claimed over \$8,000.

Masque—"Straight Thru Door" (2d week). Not standing up as anticipated.

William Hodge show about \$7,000.

Vine Street—"Broadway" (1st week). (Continued on page 58)

## 'FRISCO GROSSES

San Francisco, March 26.  
The first week of three new ones resulted in a better showing. "The Front Page" went over big at the Curran and looks like run. They took to Walker Whiteside at the Columbia and latter part of week his improved.

One more week for "The Skull" at Duffy's President. "Sliding" doing well at the Alcazar.

Estimates for Week  
Curran—"The Wishing Well, first week \$15,000.

Columbia—"The Royal Box," first of two weeks, about \$11,000.

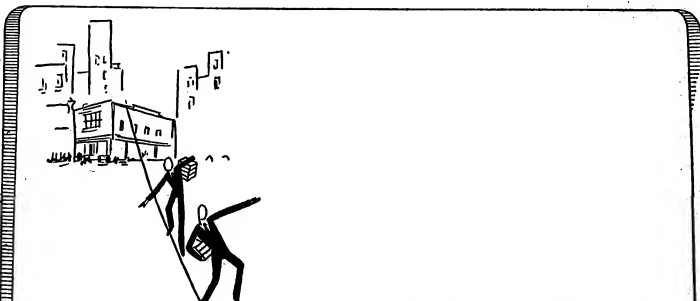
Globe—"The Front Page" practically sell out for first week, \$22,000.

Alcazar—"Sliding," \$4,700.

President—"The Skull," one week more to go, \$4,000.

Green Street—"Easy for Zee Zee," \$1,900.

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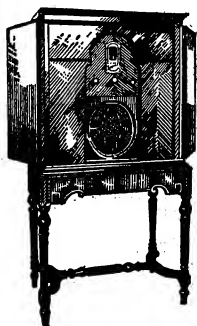


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# SEAGOING JOY SPOT FOR N. Y.

## Schwartz Promoting Continued Warship on Sound

Lou Schwartz, of the Club Richmond, is negotiating with a view to operating a floating night club on Long Island Sound this summer. The S. S. Amphitrite is a boat that is being sought for this purpose by the night club operator and if the deal goes through it is his intention to have George Olsen and his orchestra as the attraction aboard ship when the Long Island season gets under way. The Olsen orchestra is now at the Club Richmond.

The Amphitrite, a converted

naval cruiser, is being operated as a floating hotel at Brunswick, Ga., by a New York syndicate. Since purchasing the boat from the government about four years ago this financial group has taken a heavy loss in its operation as a combination hotel and night club in Georgia and Florida waters.

The Amphitrite made its appearance in Lake Worth off Palm Beach three years ago prepared to offer opposition to the boat from the government with a girls' orchestra as its chief entertainment draw. Complaints were made by the local men with the town council stepping in and restraining the operation of the boat. The boat was then wintered there seemed about to give the boat a heavy pull.

Florida and local troubles followed with the ship lying idle in Lake Worth until towed to Brunswick last summer.

## "Wired Radio" Near Reality in Cleveland

Wired Radio, Inc., is fast becoming a reality. With the advent of spring, the first wiring will take place in Cleveland next month, when other municipalities will follow.

Wired Radio, Inc., is sponsoring this "wired wireless" system. The corporation is a subsidiary of the North American Corp., a \$60,000,000 utility outfit, controlling the public light and power plants in many cities in the United States.

A firm in Schenectady is at work on a new device for transmitting of a parchment, receiving with some coils, said to cost no more than the materials for use with this "wired wireless" system.

Entertainment service will be \$1 and \$2 a month, depending on the type of horn, with a series of three programs available, divided in type as to popular, classic and educational, and changeable with a switch for choice.

## Heavy Cooing Motif

The Fredia Riches are recruited. The former Hotel Astor maestro, now a \$25,000 a year man with the Edison Radio Program Corp. over the Columbia Broadcasting System, used his wife, Peggy, a former Miller girl, for divorce.

Since then they've kissed and made up.

## WALL ST. COLD TO MUSE

Beethoven Symphony Orchestra, Inc., on financial rocks. No letters of debt and assets in bankruptcy schedule. Orchestra headed, quartered at 49 Wall street and enervated by downtown bankers who tried of the enterprise.

## RITTER "STAYS PUT"

Murray Ritter is not leaving Berlin, Inc., to align with Witmark-Warner as its professional manager. It is understood Ritter was about to sign a \$15,000 contract for three years when he changed his mind and remained with Berlin where he started.

## Cut \$250,000 Music Melon

The American Society of Composers, Authors and Publishers will split up about \$250,000 for their first quarterly melon (Thursday) at the Ritz-Carlton, when a breakfast dinner will be served.

The Society's annual meeting is held tomorrow (Thursday) at the Ritz-Carlton, when a breakfast dinner will be served.

## Tunamatics on Screen

Los Angeles, March 26. Archie Grotter, song writer, and Arthur Tracy, musician director, are appearing in scenes of Fox's "Movie tonic Follies."

## WANTED

Organized Orchestras or anyone else who for summer engagements starting April 1st, will stage a battle of application letter photographs, portfolios, and resumes. Address—Box 770, Variety, World Theatre Building, Chicago, Ill.

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Table d'hôte dinner \$1.25 (5 to 9 p. m.) and Sunday all day

## Changes Pend Among Pelham Road Places

The Pelham Parkway roadhouse situation this season will have Gene Geiger once again controlling two of the three clubs of last year, Woodmasters, and the Pelham Heath, which he took over last fall. Vivian, owner of the roadhouse, is associated with Geiger in the Pelham Heath, Geiger will have a colored show and band on Saturday night.

The Crying Goldmans are back again at Castilian Royal, right across the road from Pelham Heath, after threatening to low out. Jack Goldman, with his brother Chick, are the moving spirits, and are fighting with a new band to the Lopez. Al Goldman is more or less retired, engaged in another business.

Geiger at first approached Bernie to take hold of Pelham Heath, and thus create his own competition, in opposition to Lopez at the neighboring Woodmasters. Bernie turned it down, saying Lopez was the big wig up Pelham road last season, while Geiger's idea to oppose him and Lopez, was to forestall the Goldmans.

Further up the road, the city has condemned the California Rambler Inn, the sign being removed a couple of weeks ago. Arthur MacFarlane at Hunter's Island has a no-concert and 50-cent table charge for Saturdays is doing a fair show, while the Red Lion, Post Lodge and the rest will be back in the field again as before.

## SMALL'S PARADISE

(Black and Tan)

Probably the nearest approach to a combination of a Barbary Coast, St. Louis and New Orleans honky-tonk, with a dash of neighborhood Harlem low-down atmosphere, which is peculiar unto itself, in this Seventh avenue black-and-tan at 41st street. Probably not the most comfortable or enticing night to step steps, still there's no denying that on post Saturday from the night until dawn, more honey naps, local color—literally, literally—comes under one's eyes than anywhere in the neighborhood any further through the Black Belt.

How those hot steps react to the strolling Charlie Johnson (baptism?) There's plenty of hot music in the night, notably Duke Ellington at the Cotton Club, and Le Roy Smith at Connie's Inn, but the latter almost rate with the efforts of the bands, in that they cater almost equally to the Caucasian tourists. It's at Small's with the tariff low to convert, and the place makes up for it by getting \$1.50 for a split of mineral water, plus a fee for a bowl of cracked ice, and Johnson and his steaming syncopators, that almost a 50-50 place on the colors, although that percentage is more nearly reached toward the early a. m. "breakfast dances" the natives are at their hottest.

Johnson appeals to the low-down in both races. Playing "mean and dirty music" for native edification, the whites, by contrast, are most appreciative of the infuencing indigo modulations and (therein lies the appeal) they seem to vie with the Africanisms in cutting up wiled.

The show on the floor is pretty go-ahead, especially in contrast to the crack Dan Henly and Leonard Ellinger revues holding forth at the Cotton Club and Connie's, but it's the free show during the rhythmic interludes that pass for dancing that's worth more than an eyelid. On a week-day one can get the of the greatest and most provocative dance bands in the country for a better advantage. There's more elbow room and no need for the dancing-on-a-dime rough edge—but for the free look, especially for the on-the-intermittent Harlem visitor, don't miss Small's Paradise on a heavy night when the peasantry leaves their prints.

As a supplementary suggestion, the strolling Ernest Sutter, who, i. e., Monday morning, Johnson and Ellington's band from the dancing-on-a-dime stage a battle of music. The heeding starts at 3:30 Monday a. m. and lasts until 8 a. m. Following which one may get in or to work; depending on your schedule of duties. Many of the natives, with their nocturnal activities and manual labor last night, their heeding at these uneasy hours, they through the "mean and dirty" for the economic struggle toward evening.

Abel.

Charles L. Fischer closes with his orchestra at the Roney-Plaza, Miami, April 1, and returns to Kalamazoo, Mich. his headquarters.

## Musicians' Air Drive

Minneapolis, March 26. As a means of spreading propaganda for "fresh and blood orchestra" in the movie theatres, the Minneapolis Musicians' Union is following Chicago and is using WCCO, local radio station for a half-hour broadcasting weekly. Plans that the public use of the theatre managers to "humanize their music" are sandwiched in between selections by the unique 35-piece orchestra. The orchestra members donate their services for these concerts.

Only six loop theatres now employ orchestras.

## C. B. S.'S NEW HOME

The Columbia Broadcasting System Bldg. opens in May at 465 Madison avenue, at 52d street. The CBS will combine its executive offices and broadcasting studios in one structure, just as the National Broadcasting Co. did. CBS' new home office is now in the Paramount building with stations WABC and WOR, the key stations, located on 37th street in Stuyvesant Hall.

## Chi Frolics' Comeback

Chicago, March 26. Another attempt to reopen the Frolics will be made around the middle of May, when the government injunction on the place expires. About six months ago a compromise was effected to allow the spot to open as a high class restaurant, but too much hallelujah spoiled the plan and the lid was kept on.

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**JACK DUNN**  
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**OWEN FALLON**  
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Palais D'Or Restaurant Orchestra  
EDISON RECORDS

## Ringing-B. & B. Circus

John Ringling watched his big show get away far earlier than usual last Friday evening (March 23) when New York's newest indoor arena, the Coliseum at Starlight park, Bronx, U. S. 10-day date up there, the show's first move-out to Madison Square Garden took place for three weeks, starting Easter Monday (April 1).

Considering that it was virtually a premiere, the opening performance was commendable. It was a double bill, assigned to the Ringling Bros. and Barnum & Bailey, and the rigging crew to ready the place in less than two days. When the show started working to conquer, in some places the mud being more than an inch thick. The building used is the former main hall of the Sesqui-centennial, Philadelphia, the structure being taken down and transported here.

The big thing about this season's show is the cannon act of Joe Zaccanti, billed as "the human projectile" and imported from Europe. No doubt, it is the most working exhibition, in fact seasonal. Not strictly new, having been here a decade back and nearly forgotten. But the present is more spectacular and the distance traveled through the air into the cannon is greater than the earlier affair.

The Ringling outfit is the first of the season, showing a new novelty, but by summer time, they will be similar. The cannon due on this side. By the time the Ringling show reaches Chicago, the act will be popular with the non-act acts.

Joe Zaccanti's machine looks like a howitzer mounted on a motor truck. Saved for the show's finale. The machine is loaded up with the entrance and after considering the gun, the projectile is fired, about an 80 degree angle, and the projectile is launched. The cannon is projected high in the air by compressed air. It is claimed that the device is better than other abroad.

The spring is the first of the season. The man shooting through the air with arms used propeller-like as a device to keep the man contended it. The flight "A" is the best, perhaps the best of the season. The man shooting through the air with arms used propeller-like as a device to keep the man contended it. The flight "A" is the best, perhaps the best of the season.

Because of Lettice's illness, Concolino's act is being shown alone (excepting the cannon act). Colcolino's routine is unchanged, but the show is a different. The forward somersault is now done by a different act. The forward somersault is now done by a different act. The forward somersault is now done by a different act.

The new show at the Coliseum, new last year, are again present. The showman's laugh, that sea cow, "Volcano," is again present. The showman's laugh, that sea cow, "Volcano," is again present. The showman's laugh, that sea cow, "Volcano," is again present.

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zebras were present, but the spooling animal pyrotechnics was a highlight. High trapeze acts were numerous as were, there being Bernard Doyle, Aerial, Charles, Albert, Powell, and Markers, Lucia, Lewis, Winifred Coleman, George, Marco, Duke, and M. Aljos. Miss Colleen O'Connell, who had been with the Ringling Bros. and Barnum & Bailey, was also present. It is Miss Lewis who is especially featured in this display. Very clever Little Gypsy, in a combined trapeze, which had Ramona O'Connell, who had been with the Ringling Bros. and Barnum & Bailey, was also present. It is Miss Lewis who is especially featured in this display.

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## GERMAN PERMITS

(Continued from page 2)

to conduct business all over the world in the exported films are engaged to apply.

Applications must contain the name of the exported film, the German producer, the name of the country, which exported the film, the foreign buyer, the date of the sale contract, the amount of the sale price, the amount of the advance, the date and the amount of the payments received in 1927-28 and the method of payment, check, draft, transfer, etc. Drafts will be considered only in so far as they have been drawn before April 1, 1928.

The application must further show that the amounts named were actually received and regularly entered at the time given and for the sale of the exhibition rights of the film and the name of the owner of any kind has been granted.

The information contained in the application, containing the name of the purchaser, the sales price, and the payments received, will be treated confidentially and will not be transmitted to members of the Film Foreign Trade Committee or any other person without the permission of the applicant.

All firms claiming a right to export their films must submit their applications by March 31, 1929, to the Film Foreign Trade Committee.

## SAPENE ON QUOTA

(Continued from page 2)

to Will Hays. He says French films are being imported in large quantities and that the restrictive rules were adopted when he failed to negotiate with the Committee.

Alliege Hays Promise  
Hays promises that when the restrictive rules are adopted when he failed to negotiate with the Committee.

Sapene now declares that in spite of the new quota, which was set at 10 percent, he has ignored the quota, and he has returned home. He says that the new quota is a mistake, and that the restrictive rules are a mistake.

The French cinema leader does not fear as far as to sell the French films be forced on the American public, but he does advance a plan. He says that the new quota is a mistake, and that the restrictive rules are a mistake.

Stand on French  
He says the French industry will stand on such a feat.

Sapene declares France is determined to make pictures and all Europe to submit to the French product cannot be compared, he argues, with any other commodity. He says that the new quota is a mistake, and that the restrictive rules are a mistake.

Along the same line Jacques Hail, distributor and owner of Cinex, a talker device is offered. He says that the new quota is a mistake, and that the restrictive rules are a mistake.

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## WILLIAM NORRIS

William Norris, 67, comedian, died March 26 at his home in West Bronxville, New York, of a complication of diseases.

The veteran actor had been on the stage for 35 years and during that time had played numerous leading comedy roles in musical productions. He was a New York boy, born in 1861 in the city of New York.

His widow, son, William Norris, Jr., and two sisters survive. Among some of the plays in which Mr. Norris appeared were "The Children of the Ghetto," "Babes in Toyland," "Tom Jones," "The Soul of a Soldier," and "The Soul of a Soldier."

## "DADDY"

Easter and Your Natal Day

MRS. JO PAIGE SMITH

Kiss, "Madame Sherry," "The Godfather," "The Devil must be in the White Wings," his last stage work being in "A Connecticut Yankee," at the Vanderbilt theatre.

## HARRY BERNARD

Harry Bernard, 55, actor, died March 26 in Mt. Sinai Hospital, New York, of a complication of diseases.

Mr. Bernard had been on the stage many years, playing small parts and until recently as a character actor. He had been in the theatre since 1890.

He appeared with Sam in "The Godfather," "The Devil must be in the White Wings," his last stage work being in "A Connecticut Yankee," at the Vanderbilt theatre.

Among some of the plays in which Mr. Bernard appeared were "The Children of the Ghetto," "Babes in Toyland," "Tom Jones," "The Soul of a Soldier," and "The Soul of a Soldier."

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## Obituary

(Continued from page 2)

### RICHARD PITROT

Richard Pitrot, 73, one-time vaudeville artist and who quit the stage to become an agent, devoting much of his time to the importing of foreign acts for American theatres, died March 21 in Presbyterian Hospital, New York, of a complication of diseases.

Mr. Pitrot came to New York 40 years ago and opened at Koster & Bial's with a show in which he acted in the agency end and became a globe trotter in the sense that he signed up hundreds of acts for engagements on the Keith circuit. He was for many years a contributor to The Clipper.

He is survived by his widow (Miss Ancion), a former circus trapeze artist, and one son.

When Mr. Pitrot became too feeble to attend to theatrical work in the N. Y. A. and William Morris contributed weekly to his support, he was removed to his last weeks under N. Y. A. auspices, with intermittent in Kenosha cemetery.

### JOSEPH LAEMMLE

Joseph Laemmle, 78, eldest brother of Carl Laemmle, died March 26 in University City, Cal. of heart disease. He is survived by his widow; a son, Edward Laemmle, who was held last week under N. Y. A. auspices, with intermittent in Kenosha cemetery.

### LOTTE FAYETTE

Lottie Fayette, 45, of the veteran Fayette Sisters, died of septic pneumonia at the University City Hospital, New York. Dottie Fayette, the sister, died two years ago.

### IN LOVING REMEMBRANCE OF

HARRY O'NEAL

Who Passed Away

MR. AND MRS. JACK PEARL

March 26, 1929

Miss Fayette had been working as a single.

An attempt is being made to locate Miss Fayette, believed residing on Long Island.

Henry Preston Rhinoceros, 72, brother of the late Joseph L. Rhinoceros, New York and Cincinnati, died March 26 at his home in his daughter in London, Ky.

Deceased was formerly a theatre manager and his son, William, was treasurer of Keith's, Cincinnati, during the two-day ratings.

Dominick Cavalli, 42, pianist at the Hotel Hamilton, Chicago, dropped dead of heart disease in the theatre March 29.

## Deaths Abroad

"Gyps," 52, well-known Belgian quick-change performer, died suddenly in Brussels.

Stefan Christof, 65, Roumanian scientific writer, died in Paris.

Ingram, has been sold in France and Germany. Pailos, who has the world rights, died in Paris.

Stories that German companies had been offered to buy the world rights to the "Muppet Show" have been turned out to be the usual hokey. The world rights to the "Muppet Show" have been turned out to be the usual hokey.

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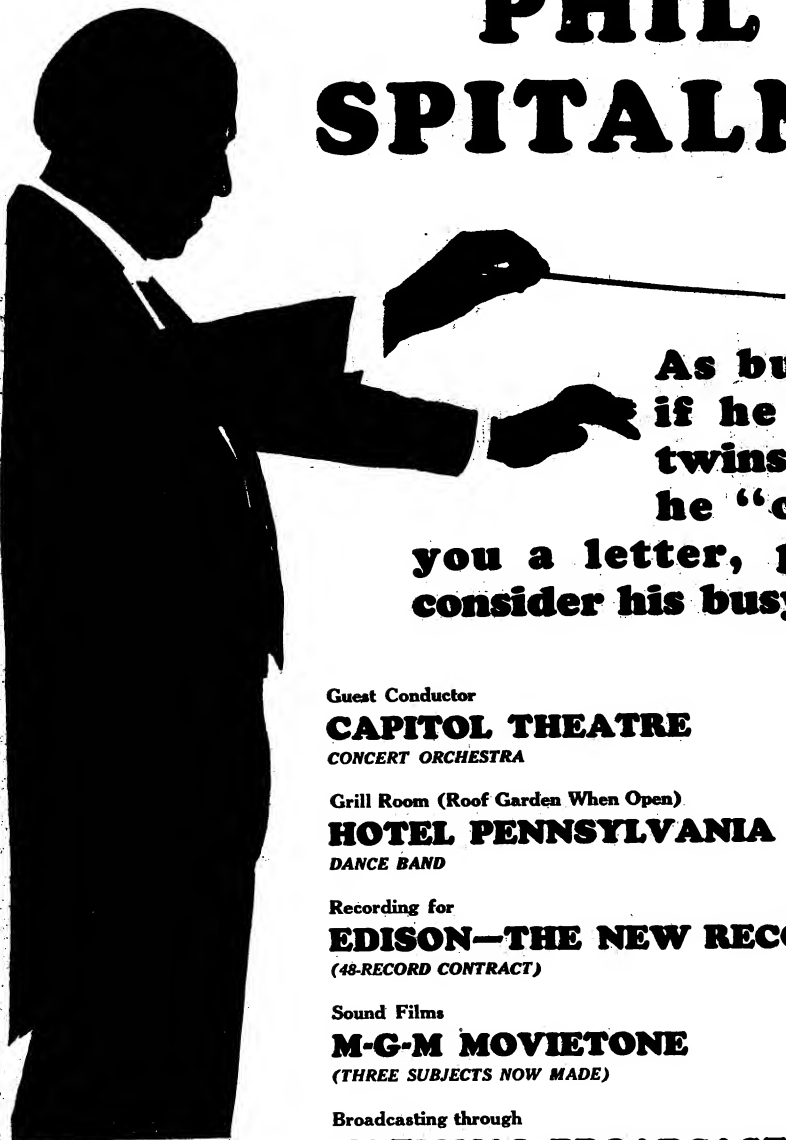
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Northern Electric of Canada has been given the contract to erect seven flicker palaces in Alaska. This being U. S. territory where escape Canadian duty on equipment is not possible.

# PHIL SPITALNY



**As busy as  
if he were  
twins. So if  
he "owes"  
you a letter, please  
consider his busy-ness:**

Guest Conductor

**CAPITOL THEATRE**  
CONCERT ORCHESTRA

Grill Room (Roof Garden When Open)

**HOTEL PENNSYLVANIA**  
DANCE BAND

Recording for

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(48-RECORD CONTRACT)

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(THREE SUBJECTS NOW MADE)

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